



THE STUDY OF DEMAND AND SUPPLY OF INTERNATIONAL TOURISTS
OF DAY SPA SERVICES IN BANGKOK, THAILAND

by
CHOVALIT TERMPREEDA

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Arts in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand
June, 2006

**THE STUDY OF DEMAND AND SUPPLY OF INTERNATIONAL TOURISTS
OF DAY SPA SERVICES IN BANGKOK, THAILAND**

by

SPA DEFINITION

CHOVALIT TERMPREEDA

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Arts in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

June, 2006

ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Arts in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

Examination Committee :

- | | | |
|-------------------------------------|----------------------|---|
| 1. Dr. Therdchai Choibamroong | (Advisor) |  |
| 2. Dr. Chanchai Athitsitskul | (Member) |  |
| 3. Dr. Adarsh Batra | (Member) |  |
| 4. Dr. Jutamas Wisansing | (Member) |  |
| 5. Assoc.Prof. Wirat Sanguanwongwan | (MOE Representative) |  |

Examined on : Friday June 9, 2006

Acknowledgements

The completion of this thesis required the cooperation of many people. The author would like to thank the following individuals for their review and for their helpful suggestions.

Firstly, I would like to express my sincere appreciation to my thesis advisor, Dr. Therdchai Choibamroong. I would also like to thank Dr. Surapit Promsit who was not my advisor, but gave me many suggestions concerning the analysis of the data for this research. Without their support, this thesis would not have completed. Further, my sincerest thanks are extended to the thesis committee members for their valuable guidance on the thesis proposal.

Many thanks are also due to the target respondents who answered the questionnaires.

I am grateful to all my close friends for their help directly and indirectly. Surely, without them this thesis would not have been completed.

Finally, I would like to give special thanks to my family members for their love, understanding, encouragement, and support. Without them, I would have never succeeded.

Mr. Chovalit Termpreeda

Assumption University

August, 2006

Contents

| | |
|---|-----------|
| Acknowledgements | i |
| Contents | ii |
| List of Tables | iv |
| List of Figures | x |
| Abstract | xi |
| Chapter 1: Introduction | 1 |
| 1.1 Background of study | 1 |
| 1.2 Statement of problem | 4 |
| 1.3 Objectives of the research | 5 |
| 1.4 Limitations of the research | 5 |
| 1.5 Scope of the research | 5 |
| 1.6 Significance of the research | 6 |
| 1.7 Definition of terms | 6 |
| Chapter 2: Literature Review | 8 |
| 2.1. Definition of Tourism | 8 |
| 2.2. Consumer Behavior in Hospitality Services | 10 |
| 2.3. Characteristics of Services | 13 |
| 2.4. The concept of quality | 17 |
| 2.5. Definitions of a spa | 20 |
| 2.6. The Components of a Spa | 21 |
| 2.7. Types of Spas | 21 |
| 2.8. Sanitation Considerations of Spa Services | 24 |
| 2.9. Benefits of Spa | 24 |
| Chapter 3: Conceptual Framework | 26 |
| 3.1. Conceptual framework | 26 |
| Chapter 4: Research Methodology | 28 |
| 4.1. Mixed Methodology: | |
| Combining Quantitative and Qualitative Approaches | 28 |

| | |
|---|------------|
| 4.2. Research Instrument | 30 |
| 4.3. Data Collection | 34 |
| 4.4. Sampling Design | 34 |
| 4.5. Pretest | 36 |
| 4.6. Data Analysis | 36 |
| Chapter 5: Data Analysis | 38 |
| 5.1. Presentation, Analysis and Interpretation of Data | 38 |
| 5.2. The Data of Consumers from In-depth interviewing the Spa owners | 154 |
| 5.3. Conclusion | 156 |
| Chapter 6: Summary of Findings, Conclusion and Recommendations | 159 |
| 6.1. Summary of findings | 159 |
| 6.2. Customer data collection from spa owners | 196 |
| 6.3. Conclusion | 198 |
| 6.4. Recommendations | 203 |
| 6.5. The suggestion for future research | 206 |
| Bibliography | 208 |
| Appendix A | 212 |
| Appendix B | 218 |
| Appendix C | 222 |
| Appendix D | 224 |
| Appendix E | 226 |

List of Tables

| | |
|---|----|
| Table 5.1: Main tourism purpose of the respondents | |
| divided by educational qualification | 38 |
| Table 5.2: The experience of spa using of the respondents | |
| divided by educational qualification | 39 |
| Table 5.3: The experience of spa using of the respondents | |
| divided by educational qualification | 40 |
| Table 5.4: The information source of spa service of the respondents | |
| divided by educational qualification | 40 |
| Table 5.5: The purpose to use spa service of the respondents | |
| divided by educational qualification | 41 |
| Table 5.6: The major motive for using spa service of the respondents | |
| divided by educational qualification | 42 |
| Table 5.7: The expectation of payment for using spa service | |
| of the respondents divided by educational qualification | 43 |
| Table 5.8: The most favorite spa facilities of the respondents | |
| divided by educational qualification | 43 |
| Table 5.9: The most favorite spa activities of the respondents | |
| divided by educational qualification | 44 |
| Table 5.10: The most favorite product brand of spa of | |
| the respondents divided by educational qualification | 45 |
| Table 5.11: The expectation for using spa service of | |
| the respondents divided by educational qualification | 46 |
| Table 5.12: The expectation to the service of personal spa for using spa | |
| service of the respondents divided by educational qualification | 48 |
| Table 5.13: The expectation to spa location of the respondents | |
| divided by educational qualification | 49 |
| Table 5.14: The expectation to safe standard of spa service of | |
| the respondents divided by educational qualification | 51 |

| | |
|--|----|
| Table 5.15: Main tourism purpose of the respondents divided by nationality | 52 |
| Table 5.16: The experience of spa using of the respondents divided by nationality | 53 |
| Table 5.17: The experience of spa using of the respondents divided by nationality | 53 |
| Table 5.18: The information source of spa service of the respondents divided by nationality | 54 |
| Table 5.19: The purpose to use spa service of the respondents divided by nationality | 55 |
| Table 5.20: The major motive for using spa service of the respondents divided by nationality | 55 |
| Table 5.21: The expectation of payment for using spa service of the respondents divided by nationality | 57 |
| Table 5.22: The most favorite spa facilities of the respondents divided by nationality | 57 |
| Table 5.23: The most favorite spa activities of the respondents divided by nationality | 58 |
| Table 5.24: The most favorite product brand of spa of the respondents divided by nationality | 59 |
| Table 5.25: The expectation for using spa service of the respondents divided by nationality | 61 |
| Table 5.26: The expectation to the service of personal spa for using spa service of the respondents divided by nationality | 62 |
| Table 5.27: The expectation to spa location of the respondents divided by nationality | 64 |
| Table 5.28: The expectation to safe standard of spa service of the respondents divided by nationality | 67 |
| Table 5.29: Main tourism purpose of the respondents divided by income | 69 |
| Table 5.30: The experience of spa using of the respondents divided by income | 70 |
| Table 5.31: The experience of spa using of the respondents divided by income | 71 |
| Table 5.32: The information source of spa service of the respondents divided by income | 71 |

| | |
|---|----|
| Table 5.33: The purpose to use spa service of the respondents divided by income | 73 |
| Table 5.34: The major motive for using spa service of the respondents divided by income | 74 |
| Table 5.35: The expectation of payment for using spa service of the respondents divided by income | 75 |
| Table 5.36: The most favorite spa activities of the respondents divided by income | 76 |
| Table 5.37: The most favorite spa facilities of the respondents divided by income | 77 |
| Table 5.38: The most favorite product brand of spa of the respondents divided by income | 78 |
| Table 5.39: The preference to type of spa herb of the respondents divided by income | 79 |
| Table 5.40: The expectation for using spa service of the respondents divided by income | 80 |
| Table 5.41: The expectation to the service of personal spa for using spa service of the respondents divided by income | 82 |
| Table 5.42: The expectation to spa location of the respondents divided by income | 85 |
| Table 5.43: The expectation to safe standard of spa service of the respondents divided by income | 91 |
| Table 5.44: Main tourism purpose of the respondents divided by age | 93 |
| Table 5.45: The experience of spa using of the respondents divided by age | 94 |
| Table 5.46: The experience of spa using of the respondents divided by age | 95 |
| Table 5.47: The information source of spa service of the respondents divided by age | 95 |
| Table 5.48: The purpose to use spa service of the respondents divided by age | 96 |
| Table 5.49: The major motive for using spa service of the respondents divided by age | 97 |

| | |
|--|-----|
| Table 5.50: The expectation of payment for using spa service of the respondents divided by age | 98 |
| Table 5.51: The most favorite spa facilities of the respondents divided by age | 99 |
| Table 5.52: The most favorite spa activities of the respondents divided by age | 100 |
| Table 5.53: The most favorite product brand of spa of the respondents divided by age | 101 |
| Table 5.54: The preference to type of spa herb of the respondents divided by age | 101 |
| Table 5.55: The expectation for using spa service of the respondents divided by age | 103 |
| Table 5.56: The expectation to the service of personal spa for using spa service of the respondents divided by age | 104 |
| Table 5.57: The expectation to spa location of the respondents divided by age | 106 |
| Table 5.58: The expectation to safe standard of spa service of the respondents divided by age | 109 |
| Table 5.59: Main tourism purpose of the respondents divided by marital status | 112 |
| Table 5.60: The experience of spa using of the respondents divided by marital status | 113 |
| Table 5.61: The experience of spa using of the respondents divided by marital status | 113 |
| Table 5.62: The information source of spa service of the respondents divided by marital status | 114 |
| Table 5.63: The purpose to use spa service of the respondents divided by marital status | 115 |
| Table 5.64: The major motive for using spa service of the respondents divided by marital status | 115 |
| Table 5.65: The expectation of payment for using spa service of the respondents divided by marital status | 117 |
| Table 5.66: The most favorite spa activities of the respondents divided by marital status | 117 |

| | |
|---|-----|
| Table 5.67: The most favorite spa facilities of the respondents divided by marital status | 118 |
| Table 5.68: The most favorite product brand of spa of the respondents divided by marital status | 119 |
| Table 5.69: The preference to type of spa herb of the respondents divided by marital status | 119 |
| Table 5.70: The expectation for using spa service of the respondents divided by marital status | 121 |
| Table 5.71: The expectation to the service of personal spa for using spa service of the respondents divided by marital status | 122 |
| Table 5.72: The expectation to spa location of the respondents divided by marital status | 124 |
| Table 5.73: The expectation to safe standard of spa service of the respondents divided by marital status | 127 |
| Table 5.74: Main tourism purpose of the respondents divided by occupation | 130 |
| Table 5.75: The experience of spa using of the respondents divided by occupation | 131 |
| Table 5.76: The experience of spa using of the respondents divided by occupation | 132 |
| Table 5.77: The information source of spa service of the respondents divided by occupation | 132 |
| Table 5.78: The purpose to use spa service of the respondents divided by occupation | 134 |
| Table 5.79: The major motive for using spa service of the respondents divided by occupation | 134 |
| Table 5.80: The expectation of payment for using spa service of the respondents divided by occupation | 136 |
| Table 5.81: The most favorite spa activities of the respondents divided by occupation | 137 |
| Table 5.82: The most favorite spa facilities of the respondents divided by occupation | 138 |

| | |
|---|-----|
| Table 5.83: The most favorite product brand of spa of the respondents divided by occupation | 139 |
| Table 5.84: The most favorite spa activities of the respondents divided by occupation | 140 |
| Table 5.85: The preference to type of spa herb of the respondents divided by occupation | 141 |
| Table 5.86: The expectation for using spa service of the respondents divided by occupation | 143 |
| Table 5.87: The expectation to the service of personal spa for using spa service of the respondents divided by occupation | 146 |
| Table 5.88: The expectation to spa location of the respondents divided by occupation | 148 |
| Table 5.89: The expectation to safe standard of spa service of the respondents divided by occupation | 151 |
| Table 5.90: Conclusion of the demand and supply of day spas | 156 |
| Table 6.1: Conclusion of the demand and supply of day spas | 199 |

List of Figures

Figure 3.1 Conceptual Framework

26



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.

Chapter 1

Introduction

The purpose of this research is to study the demands of international tourists and the supply of day spa service-providers regarding the service quality elements of day spas in Bangkok, Thailand. This chapter introduces the research study. In doing so, it outlines the background of the study as well as spa-tourism in Thailand and describes the statement of the problems of this research. This is followed by the objectives, the limitations, the scope, and the significance of this research.

1.1 Background of study

Travel and tourism is the world's largest industry, and the world's largest employer. It creates numerous jobs, and wealth. The second annual soft-cover report by the World Travel and Tourism Council showed that the industry was forecasted to produce 6.1 percent of world GNP in 1993, employ 1 in every 15 workers, and generate 13 percent of customer spending. These figures are said to be higher than in any other industry (Goodrich, 1994).

Spas are not new. They are, in fact, ancient. Historical documents and ruins over 3,500 years old tell of the ancient Greeks' fervent belief in the curative powers of mineral baths. Writings give testimony to the fact that Roman legions marched for days in order to refresh themselves in what they call "the magic baths" of natural thermal mineral waters (Synder, 1998).

Spas have long been recognized as major contributors in maintaining general good health, in improving chronic health conditions, and in restoring one's sense of well being. They have evolved from thermal "bath stations" erected around natural hot springs to elaborately designed structures complete with libraries, galleries, dining facilities, and entertainment centers forming the very basis of today's European spa culture (Synder, 1998).

Spas are becoming more popular due to the pace of life. They also are becoming an essential part of a modern leisure vacation. People want to relax from the daily pressures of work during a vacation. The spa offers massages and treatments that are very relaxing (Synder, 1998).

People want different experiences than what they get in everyday life. Patty Monteson, co-owner of Health Fitness Dynamics, a spa consultancy based in Pomoano

Beach, Florida said that, “when you go into a spa, it has to be an experience” (Simon, 2003).

Spa-tourism in Thailand

It is obvious that the tourism industry is a major source of foreign exchange in host countries. Increasing the number of tourists will lead to the generation of revenue for the host country's government that will become an important part of the government's budget, which can be spent for the development of the country in ways that will improve the superstructure, the infrastructure and the economic system (Pairin, 2003). Like other countries, Thailand has promoted tourism as a major source of national revenue (Tourism Statistics and Research; TAT, 2002). Spa-tourism is another type of tourism that can help to attract the attention of both Thai tourists and international tourists looking to select a holiday destination.

Thailand's spa industry was earnestly developed between 1993 and 1994. In these years, spa business began to be operated in high-class hotels (four and five star hotels) to satisfy the demands of more than 5 million international tourists. The Oriental Hotel, Bangkok was the first hotel that offered real spa services to its clients (Chopaka and Raweewan, 2003).

An in-depth survey conducted by Spa Industry Intelligence and endorsed by the Thai Spa Association (2004) reported the following:

- Approximately 3.3 million tourists visited Thai spas during 2001 and 2002, 80 percent of which were international tourists.
- The majority of spas were located in a hotel or resort.
- Spa visits had increased by 64 percent over the last three years.
- Each spa had eight private treatment rooms on average.
- Hotel spas had seven couple rooms compared to resort spas that had four on average.
- Employees were typically hired on a full time basis.
- The majority of spas forecasted an increase in revenue during the 2002 and 2003 period.

According to the survey of Thailand Spa Industry (2002), spas attracted 2.6 million international tourists in the 2001 financial year and generated approximately 85 million dollars in revenue. It also reported that there were 230 spa facilities in Thailand at that time, employing over 4,000 people. The growth of the spa industry can help to reduce the unemployment rate of this country.

This report confirmed that spa-tourism is an important tourism product of Thailand that can help to stimulate both Thai tourists and international tourists to visit Thailand.

Why Day Spas in Bangkok?

1. It is easily accessed by all types of customer's particularly international visitor.
2. In term of economic condition, the Day Spa in Bangkok generates most income as a result of its numbers.
3. No research undertaken to focus on Day Spa
4. Day Spa do not regularly high invest so the research outputs will benefit to anyone who is interesting in its.

Thai Government Policy on Spa-tourism

Regarding the Development Policy of Health Tourism in Thailand, Keyurapun (2003) concluded that the development would focus on medical services such as medical treatment, dental treatment, diagnosis, health supplement services (Thai massage and spa), and herbal products (medicine and cosmetic). The government selected Bangkok, Chiang Mai and Phuket to be the pilot provinces to implement the policy in and provided a 115 million Baht operational budget to help develop these provinces between 2003 and 2004. This budget was divided into 68 million for developing Bangkok and 23 million Baht each for Chiang Mai and Phuket. This development policy was based on the cooperation of many related sectors such as the Ministry of Tourism, the Ministry of Commerce, and the Ministry of Foreign Affair. Moreover, according to the TAT marketing Plan for 2004, the TAT stated it would like to accelerate the growth rate of foreign tourists with an emphasis on quality tourists and first time visitors. Therefore, the TAT has segmented the international tourist market regarding to geographical aspect, market segmentation by promoting new tourism products. The Wellness Spa is one of new tourism products that TAT will use to attract the attention of international tourists.

Spa Industry in Bangkok Province

Bangkok is one of Asia's most cosmopolitan cities. Created as the Thai capital in 1782 by the first monarch of the present Chakri dynasty, Bangkok is a national treasure house and Thailand's spiritual, cultural, political, commercial, educational and diplomatic centre. Bangkok exceeds 1,500 square kilometres in area and is home to one-tenth of the country's population. Major tourist attractions include Buddhist temples,

palaces, canal and river scenes, classical dance extravaganzas, and numerous shopping centres.

Areesorn (2002) has reported the types of spas in Bangkok as follows:

1. Hotel/ Resort Spas; there are 21 resort/ hotel spas in Bangkok. These are shown in Appendix 2:
2. Day Spas; there are 24 day spas in Bangkok. These are shown in Appendix 3.
3. Medical Spas; there are 2 medical spas in Bangkok. These are shown in Appendix 4:

1.2 Statement of Problem

Spas are among the key contributors to the tourism industry and to the development of a favorable image of Thailand (Tourism Authority of Thailand, 2004). One of the fundamental concerns in this respect is the professional management of the perceived quality of the spa services. The quest for superior quality is still one of the most important strategic priorities confronting top management in all kinds of organization. It also should not be forgotten that perceived quality and value of services are undoubtedly among the most important factors in the choice of a particular tourist destination (Snoj and Mumel, 2002).

Of the major global spa markets surveyed, only Thailand has captured the high-spending international market successfully, with 80% of total spa visits generated by international tourists (Garrow, 2003). At present, Thailand has many types of spa businesses such as day spas, destination spas, resort or hotel spas, and medical spas that are used to attract the interest of tourists. According to the TAT (2004) report about the type of spas in Thailand, there are 24 day spas in Bangkok that have been recorded. In order to promote spa-tourism to be Thai tourism product, the day spas should be supported as one type of spa-tourism that can help to attract domestic tourists as well as international ones. An understanding of the tourists' spa-service demand is important for the spa service-providers because they can improve the quality of day spa service to be that of an international standard and specifically designed to satisfy their customers.

Regarding the study of Kotler (2002), he found that the tourists from different demographic backgrounds had different interests. Spa-tourism targets specific groups of tourists and provides specific products and services to gain their approval. Although the spa business is popular in Thailand, there is no research about day spas that focus on the

demand of customers and the supply of those spas in Bangkok. Therefore, this research will investigate the demand of international tourists and the supply of spa service-providers with regards to day spa-tourism in Bangkok. It is expected that the findings of this research will provide useful information for the service-providers that can be used to improve the quality of spa-service and design the spa-service to fulfill the tourists' demands involved in day spa-tourism. The focus of this research, as stated in the statement of the problem is, "to identify the demands of international tourists and the supply of the service-providers of day spa business regarding the service quality elements of day spas in Bangkok, Thailand".

1.3 Objectives of the Research

1. To study the demographic profile of international tourists who preferred spa-tourism as their tourism product.
2. To study the demands of international tourists regarding the service quality elements of day spas in Bangkok, Thailand.
3. To study the supply of day spa service-providers regarding their ability to provide quality service to their customers in Bangkok, Thailand.
4. To analyze the above data, make appropriate conclusions and offer useful recommendations to the service-providers of day spas in Thailand with regard to the development of spa-tourism services.

1.4. Limitations of the Research

-The research concentrates on international tourists preferring spa-tourism during the period of study. As a result, the findings of this study should not be generalized for other time periods.

-The study does not include medical spas, resort or hotel spas, and destination spas.

1.5 Scope of the research

At present, Thailand has many types of spa businesses such as day spas, destination spas, resort or hotel spas and medical Spas. Both domestic and international tourists, having appreciation for these spas, are the target groups to whom Thailand tourism developers would like to attract.

Different types of spa-tourism may be appropriate for different tourist groups depending on gender, age, income, or occupation. The operators of day spa services

need to understand the demands of international tourists and provide services to match these needs.

Therefore, the purpose of this research is “to determine the demand of international tourists and to study the supply of day spa service-providers. As a result, the information collected in this research is from the perspective of international tourists who have chosen spa-tourism in Thailand as their tourism product.

1.6 Significance of Research

The research will draw conclusions and make useful recommendations to day spas service-providers concerning how to develop their service elements to an international standard. This research will also examine information about the demographic profile of international tourists, the demand of international tourists regarding the service elements of day spas and the ability of the service-providers to supply day spas in Bangkok, Thailand. This information will help promote spa-tourism in Thailand and thus attract more international tourists to Thailand.

1.7 Definition of Terms

Demand:

Demand is the want or desires to possess a good or service with the necessary goods, services, or financial instruments necessary to make a legal transaction for those goods or services (<http://economics.about.com/cs/economicsglossary/g/demand.htm>).

Day Spas:

A spa offering a variety of professionally administered spa services to clients on a day-use basis. They also mean spa facilities that have no overnight accommodation, but offer beauty, wellness and relaxation programs that may last an hour, a morning or a full day (www.experienceispa.com, 2004).

Destination Spas:

A spa whose sole purpose is to provide guests with lifestyle improvement and health enhancement through professionally administered spa services, physical fitness, educational programming, and on-site accommodations. Spa cuisine is served exclusively (www.experienceispa.com, 2004).

Medical Spas:

A spa ran as a solo or group practice comprising of medical and spa professionals whose primary purpose is to provide comprehensive medical and wellness

care in an environment that integrates spa services, as well as conventional and complimentary therapies and treatments. (www.experienceispa.com, 2004).

Resort or Hotel Spas:

A spa owned by and located within a resort or hotel property providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices. They are usually located far from urban centers and in scenic environments (www.experienceispa.com, 2004).

Supply:

The total amount of a good or service available for purchase; along with demand, one of the two key determinants of price (<http://www.investorwords.com/4822/supply.html>).

In conclusion, this chapter focused on the general information about spa-tourism in Thailand and described the statement of the problems of this research. Moreover, it specifies the objectives of this research, the limitations of this research, the scope of this research, and the significance of this research.



Chapter 2

Literature Review

This chapter presents a review of literature and research related to the definition of tourism, the consumer behavior in hospitality services, the characteristics of services, the market segmentation, the concept of quality, the definition of spas, the components of spas, the types of spas, the sanitation considerations of spa service, and the benefits of spas. Concepts and theories from major contributors related to the topic of the management of the supply and demand day spa tourism are identified and discussed.

2.1. Definition of Tourism

The notion of tourism is not easy to define; through the literature we can find several different attempts to find the perfect definition.

At the International Conference on Leisure-Recreation-Tourism in Cardiff, 1981, a simple definition was formulated: *“tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home”*.

Tourism is seen to be of increasing importance in the world's economy, as societies have become more mobile and more affluent. Those two phenomena are strongly related: there can be no tourism without movement (OECD, 1996).

According to Cooper, Fletcher, Gilbert, Shepherd and Wanhill (1998), tourism can be thought of as either: demand-side definitions or supply-side definitions.

Demand-side definitions of tourism

Demand-side definitions have evolved by firstly attempting to encapsulate the idea of tourism into 'conceptual' definitions and secondly through the development of 'technical' definitions for measurement and legal purposes.

From definitions tourism is defined as: 'the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes' (WTO and UNSTAT, 1994). While this is not a strict technical definition, it does convey the essential nature of tourism:

-Tourism arises out of a movement of people to, and their stay in, various places, or destinations.

-There are two elements in tourism- the journey to the destination and the stay (including activities) at the destination.

-The journey and stay take place outside the usual environment or normal place of residence and work so that tourism gives rise to activities that are distinct from the resident and working populations of the places through which they travel and stay.

-The movement to destinations is temporary and short term in character the intention is to return within a few day, weeks or months.

-Destinations are visited for purposes other than taking up permanent residence or employment in the places visited.

With regards to technical definitions, attempts to define tourism have been led by the need to isolate tourism trips from other forms of travel for statistical purposes. These 'technical' definitions demand that an activity has to pass certain 'tests' before it counts as tourism. Such tests include the following:

- Minimum length of stay – one night
- Maximum length of stay – one year
- Strict purpose of visit categories
- A distance consideration is sometimes included on the grounds of delineating the term 'usual environment' – the WTO recommendation is 160 kilometers.

Supply-side definitions of tourism

As with demand-side definitions there are two basic approaches to defining the tourism sector – the conceptual, or descriptive, and the technical. From a conceptual point of view, Leiper (1979) suggests: 'the tourist industry consists of all those firms, organizations and facilities which are intended to serve the specific needs and wants of tourists'.

A major problem concerning 'technical' supply-side definitions is the fact that there is a spectrum of tourism businesses, from those who are wholly serving tourists to those who also serve local residents and other markets. One approach to the problem is to classify businesses into two types:

- Tier 1: businesses that would not be able to survive without tourism.
- Tier 2: businesses that could survive without tourism, but in a diminished form.

Goeldner, Ritchie and McIntosh, (2000), describe tourism as a composite of activities, services and industries that delivers a travel experience including

transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities and other hospitality services available for individual or groups that are traveling away from home. It encompasses all providers of visitor and visitor-related services. Tourism is the entire world industry of travel, hotels, transportation and all other components, including promotion that serves the needs and wants of travelers. Tourism is also the sum total of tourist expenditures within the borders of a nation or a political subdivision or a transportation-centered economic area of contiguous states or nations.

The World Tourism Organization (WTO, 2002) which is the leading international organization in the field of travel and tourism, defines tourism as: "tourism comprises of the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

WTO explains further their general definition by stating that tourism is different from travel. In order for tourism to happen, there must be a displacement; an individual has to travel, using any type of means of transportation (he might even travel on foot: nowadays, it is often the case for poorer societies, and happens even in more developed ones, and concerns pilgrims etc.) But all travel is not tourism.

Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that:

- It involves a displacement outside the usual environment.

- Types of purpose: the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes.

- Duration: only a maximum duration is mentioned, not a minimum. Tourism displacement can be with or without an overnight stay.

2.2. Consumer Behavior in Hospitality Services

Consumer behavior is the way consumers select, use and behave after they have purchased hospitality and travel services. Two types of factors influence the behavior of individual consumers: personal, relating to the psychological characteristics of the individual, and interpersonal (Morrison, 2002).

45780 c 2

Gabbott and Hogg (1998) define consumer behavior as a wide range of activities and behavior, the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experience.

Horner and Swarbrook (1996) determined consumer behavior as the study of why people buy the product they do, and how they make the decision.

Wilkie (1994) define consumer behavior as the mental, emotional and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires.

One of the most useful definitions of consumer behavior is that offered by Engel, Blackwell and Miniard (1995) who refer to it as those activities directly involved in obtaining, consuming and disposing of products and services including the decision processes that precede and follow these action.

Solomon (1996) has defined a definition of consumer behavior similar to that offered by Gabbott and Hogg (1998), that is the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants.

McIntosh, Goeldner and Ritchie (1995) utilize four categories of motivation:

1. Physical motivation: those related to refreshment of body and mind, health purposes, sport and pleasure. This group of motivation is seen to be linked to those activities that reduce tension.

2. Cultural motivators: those identified by the desire to see and know more about other cultures, to find out about the natives of a country, their lifestyle, music, art, folklore, dance, etc.

3. Interpersonal motivators: this group includes a desire to meet new people, visit friends or relatives, and to seek new and different experiences. Travel is an escape from routine relationships with friends or neighbors or the home environment or it is used for spiritual reasons.

4. Status and prestige motivators: these include a desire for the continuation of education (personal development, ego enhancement and sensual indulgence). Such motivators are seen to be concerned with the desire for recognition and attention from others, in order to boost the personal ego. This category also includes personal development in relation to the pursuit of hobbies and education.

As would be expected, the concept of motivation as a major determinant of tourism behavior is widely used by tourism authors.

Plog (1974) developed a theory within which the US population could be classified as a series of interrelated psychographic types. These types range from two extremes:

1. Psychocentric is the group of people who tend to be conservative in their travel patterns, preferring safe destinations and often taking many return trips.

2. Allocentric are the individuals who are adventurous and motivated to travel or discover new destinations. They rarely return to the same place twice.

In summary, the concept of motivation can be seen to include (Cooper, Fletcher, Gilbert, Shepherd, and Wanhill, 1998):

-The idea that travel is initially need-related and that this manifests itself in terms of wants, and the strength of motivation or push, as the energizer of action. Kotler (2000) says that a human need is a state of felt deprivation of some basic satisfaction. Needs of consumers have resulted from consumer's physiological and psychological person. Satisfying the consumer's needs is the key to long-term success of hospitality services. Wants are the consumers' desire for specific satisfiers of their needs and the understanding of human motivation is essential to know how customers become aware of their needs.

-Motivation is grounded in sociological and psychological aspects of acquired norms, attitudes, culture, perceptions, etc., leading to person-specific forms of motivation.

-The image of a destination created through various communication channels will influence motivation and subsequently affect the type of travel undertaken.

Determinants of demand for tourism

Cooper, Fletcher, Gilbert, Shepherd, and Wanhill (1998) have defined a wide range of interrelated factors that can be divided into two groups.

1. Lifestyle determinants: these consist of income, employment, holiday entitlement, educational attainment and mobility.

2. Life-cycle determinants: where the age and domestic circumstances of an individual affect both the amount and type of tourism demanded.

In 1993 Withiam summarized the results of his research about the reasons that can motivate the tourists to select spas as follows: the respondents said they visit spa resorts as a respite from a hectic life-style. The chief factor in this group's choice of a getaway resort is the presence of a spa. Moreover, the study found, spa goers also seek to enhance their lifestyle as a result of their visit. Many choose resorts in which

they can become more fit, feel pampered, and improve nutrition, as well as experience beauty treatments.

According to a survey conducted by Yesawich, Pepperdine and Brown for "The American Spa-Goer: Market Habits, Preferences and Intentions Conference", the majority (61 percent) of resort or destination spa-goers said relaxation was the primary reason they visited a spa, while 13 percent said pampering and 10 percent singled out stress reduction. Moreover about 65 percent of resort, destination and cruise spa visitors said that convenience was the top factor in selection of a spa (Blank, 1999).

According to research conducted by Withiam, the sources that consumers use to obtain information about spas are as following: spa goers rely heavily on word of mouth and print media, whilst travel agents were also influential, referring 27 percent of the respondents to a particular spa. Many stated that their most recent spa visit (where they filled out the survey) had been a favorable one and that they would continue making spa vacations a part of their travel plans. On average, these travelers had made five resort visits each over the preceding two years. Thirty percent of the respondents were "keen" Spa goers, having visited spas at least three times during that time period (Withiam, 1993).

According to the conclusion of Blank (1999), 76 percent of resort, destination and cruise spa-goers have access to a personal computer and 34 percent of spa visitors have used the Internet to obtain information or prices on spas. However, only 13 percent have used the Internet to make a spa reservation.

In summary, in order to increase the demands of spa-tourism of the international tourists, the spa service providers should understand the behavior of individual international tourists who come from the different countries. The understanding of tourist behavior can help the spa service providers to offer the spa services to fulfill the tourists' needs and wants.

2.3. Characteristics of Services

As Shostack (1982) observed, the difference between goods and services is more than semantic. Goods are tangible objects that exist in both time and space; services consist solely of acts or processes, and exist in time only. Services are rendered whilst goods are possessed. Services cannot be possessed; they can only be experienced, created or participated in. This lack of ownership by purchasers of

services is also emphasized by Kotler (1994) who suggested 'services encompass any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything'. Berry (1980) also follows this line of reasoning, suggesting that services are identified as deeds, performances or efforts, whereas goods are devices, things or objects.

Williams (2002) argued that the differences between goods and services are exaggerated and provide little insight in understanding either of them. In addition, it is argued that customers do not buy physical experiences; they buy expectations or value satisfaction.

Kotler (1994) suggested that: services encompass any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. The intangible aspect of services also features in the definition offered by Gronroos (1990) who describes them as 'an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interactions between the customer and the service employee and/ or physical resources or goods and/ or systems of the service provider, which are provided as solutions to customer problems'.

Traditionally the characteristics of service have been classified by Williams (2002) under five main headings: intangibility, inseparability, heterogeneity, perishability and lack of ownership. The explanations are as follows:

1. Intangibility

Intangibility has two dimensions – the inability to touch an item and the mental difficulty in accepting a concept or idea. Consumers cannot see, touch, hear, smell or taste hospitality services; they can only experience their performance. In addition, Kotler, Philip, Bowen, John and Makens (2002) defined services as being unable to be seen, tasted, felt, heard, or smelled before being purchased. Gummesson (1987) stated that 'services are something which can be brought and sold but which you can not drop on your foot'. Services are often described as deeds, performances or efforts in order to differentiate them from goods, which are described using tangible nouns such as object or device. In this way it is argued that even though the performance of services is supported by tangibles, the essence of their performance is ephemeral; services are an abstract concept for consumers, meaning that they are highly subjective. The result is that customers have to search for tangible clues associated with a service in order to evaluate it.

If we consider the ways in which we use a hotel, for example, it is clear that while there are a number of tangible elements to its use (for example the bed, the restaurant, the bar, the food, etc) the overall consumption is made up of more than simply these tangible aspects. It would, for example, include the atmospherics, our relationships with staff and other customers, our growing feeling of satisfaction or dissatisfaction, etc.

2. Inseparability

This refers to the lack of distinction between delivery and use, due to services being produced and consumed simultaneously. Linked to this is the role of the customer in service encounters, wherein they become part of the service, particularly for other customers. The interactions with other customers and staff are as much a part of the experience as are the physical items we consume. Services are performances in which consumers voluntarily participate with producers, and the inseparability of the service from the consumer leads to problems in standardization, as both may alter the way in which the service is delivered. Due to inseparability it is impossible for hospitality organizations to standardize output and gain economics of scale in the same way that firms producing goods can. Hospitality services by their very nature need to be customized and focused on the needs and wants of consumers.

3. Heterogeneity

This refers to the ability to develop uniformity and standardization. Services are seen as heterogeneous, that is, variable, while goods are more uniform. Kotler, Philip, Bowen, John and Makens (2002) defined services as being highly variable. Their quality depends on who provides them and when and where they are provided. There are several causes of variability. Services are produced and consumed simultaneously, which limits quality control. Fluctuating demand makes it difficult to deliver consistent products during periods of peak demand. The high degree of contact between the service provider and the guest means that product consistency depends on the service provider's skills and performance at the time of the exchange. A guest can receive excellent service one day and mediocre service from the same person the next day. In the case of mediocre service, the service person may not have felt well or perhaps experienced an emotional problem. Variability or lack of consistency in the product is a major cause of customer disappointment in the hospitality industry. As hospitality services are performed it is difficult to conclude with any certainty that people will perform in the same way during any two service

encounters, particularly given the number of variables at play. Hospitality is delivered by individuals; therefore, each consumer is likely to receive a different service experience and this has clear implications for consumers and producers.

4. Perishability

This means that services can not be stored in the same way that goods can, with the result that unused capacity is lost for ever. Kotler, Philip., Bowen. John., and Makens (2002) defined service as being something that cannot be stored. If services are to maximize revenue, the capacity and demand must be successfully managed, since unsold inventory cannot be carried forward. The perishability of services such as hospitality means that demand fluctuations can not be managed in the same way that it can for goods; consumers can not simply stockpile services against future needs James (2002).

5. Ownership

This results in the customer only gaining access to the activity or facility, not gaining ownership of anything at the end of the transaction. Services are seen to offer satisfaction rather than tangible items, which can be demonstrated to others. According to Gabbott and Hogg (1998) the lack of ownership stresses the finite nature of hospitality services, that is, there is no enduring product only benefits.

If we consider a typical hospitality encounter, we can identify the characteristic that is suggested make services sufficiently different from products as to warrant their own discipline within the field of marketing. First, in the majority of cases service operations are small-scale activities, albeit that many operate as part of large-scale organizations. Second, service encounters provide a form of 'social role', as Czepial, Solomon and Surprenant (1985) suggest: 'service encounters are a form of human interaction important not only to their direct participants and the organizations that sponsor them, but also to society as a whole'. Finally, services include a high level of human interaction in the delivery of the service itself, commonly consisting of interactions between contact personnel and customers and between customers and other service users. Services such as hospitality are seen as having a people rather than a technology focus. This characteristic is seen by both service providers and authors in the field of services marketing as the key feature of services, as Baron and Harris (1995) argued: in a service business you are dealing with something that is primarily delivered by people to people. Your people are as much a part of your product in the consumer's mind as any other attribute of that service. People's

performance day in and day out fluctuates up and down. Therefore the level of consistency that you can count on and try to communicate to the consumer is not a certain thing’.

With regards to Baron and Harris (1995), we can conclude that a spa is a service because in a spa the guests are dealing with spa products that are primarily delivered by spa professionals. The spa professionals are as much a part of spa product in the consumer’s mind as any other attribute of the spa. In this research, we studied the attributes of the service provided by spas on order to provide guidelines for the development of Bangkok spa-services so as to increase the level of international tourists.

2.4. The concept of quality

Swarbrooke and Horner (1999) have said that there is no universally accepted definition of quality, but certain principles do appear to be quite widely agreed upon. One is the idea that quality is about those features and characteristics of a product or service that affect its ability to satisfy the needs and desires of consumers.

A general concept of quality as “excellent” has now been largely superseded by definitions emphasizing production or delivery contexts in which quality is regarded as an integrator between production and marketing. Two definitions of quality have arisen from these perspectives, which are of particular value. The first is a primarily standard driven and production-oriented definition: quality is conformance to requirements (Crosby, 1984 and Robinson, 1999). It states that in order to achieve quality, a company must establish specifications, and once these are established the goal for the various function areas of the firm is to comply strictly with these specifications. The second definition states that quality is “fitness for use” (Juan, 1982; Hardie and Walsh, 1994). This definition is primarily market-driven and customer-oriented as it places customer utility and satisfaction at the center of focus. The two definitions can be united in a concept of customer-perceived quality. This is often considered to be subjective, a blend of facts and judgments. An important challenge facing the hospitality industry is to objectively reconcile the quality of the service actually produced with that perceived by the guest (Wang and Pearson, 2002).

Gummesson, writing in 1988, divided definitions of quality into two types namely:

1.technology-driven and product-oriented definitions, which define quality in terms of conformance to requirements based on company specifications.

2.fitness for purpose definitions, which are market-driven and customer oriented, and which focus upon customer utility and satisfaction.

In general, the first type of definition tends to be used in manufacturing industries where the main aim is usually standardization and reliability. The second type, with its emphasis on customers and their satisfaction, is more commonly used in service industries.

Service quality is a more complex concept than manufacturing industry quality because of the unique characteristics of service products, or what Frochet in 1996 (in Robinson, Evans and Callaghan, 1996) described as the:

Intrinsic services nature of heterogeneity, inseparability of production and consumption and intangibility.

Because of these characteristics, the standardization of product that is the aim of manufacturing companies is impossible to achieve in tourism. In any event, in tourism, the customer wants to feel that their experience will be different to others and tailor-made to match their taste.

In many people's minds quality is an absolute that is either present or absent from a product. It either is or is not a quality product.

However, in reality, it is more of a continuum from little or no apparent quality to high or even, in theory at least, total quality.

Furthermore, it has often been assumed that quality means premium priced products, at the top end of the market. This is clearly not true if we take the fitness for purpose view of quality, where any product can be seen as a quality product if it meets the needs of the purchaser.

Therefore, a simple youth hostel could be a quality product for a young walker on a limited budget looking for an inexpensive bed for the night. At the other end of the scale, for the tourist who enjoys being pampered, only a five-star hotel with a high staff to guest ratio will meet their desires.

This brings us to the crucial issue at the heart of quality in service industries and the fitness for purposes definitions. They are customer-orientated and every customer is different. Quality is not a fact or a reality in such industries; it is a perception in the minds of the customer. In other words, quality is in the eye of the

beholder. Whether or not a tourist will perceive a product as a quality product will depend upon:

- their individual attitudes, expectations and previous experiences as a consumer

- the benefits they are looking for from the particular purchase in question.

These needs and desires are closely linked to motivators and determinants. In terms of a holiday they might include:

- looking for a low cost vacation because of a lack of disposable income

- a desire to gain status from purchasing a particular holiday

- searching for a destination where the tourist will feel safe and secure

- a wish to take a type of holiday that will make it easier for the tourist to make new friends

- a deeply held desire to meet local people, see the 'real' country, and 'get off the beaten track'

- a need for relaxation and to reduce stress levels.

Obviously, tourists may be seeking more than one benefit from a holiday, and these may be conflicting or even contradictory.

Continuing demand for quality services combined with growing competitive pressures within service industries make it critical that service organizations focus on providing service quality and customer satisfaction (Bateson, 1989; Berry, Brennet, and Brown, 1989). According to Bitner et al. (1990), and Bowen and Lawler, (1992), the measurement of hospitality service quality is concerned with intangible aspects of service. There have also been attempts to measure guest's perception of service quality. For example, Parasuraman, Zeithmal and Berry (1985) suggested that the actual quality of a service is measurable as the "gap" between the quality perceived by guests and that which they expect. In 1985, Parasuraman, Zeithmal and Berry identified the following five types of potential service gaps:

- gaps between consumer expectations and management perceptions of consumer expectations;

- gaps between management perceptions of consumer expectations and service quality specifications;

- gaps between service quality specifications and the service which is actually delivered;

-gaps between service delivery and what is communicated about this service to consumers which will shape their expectations;

-gaps between consumer expectations and their perceptions of the actual quality of service rendered.

It can be concluded according to the definition in quality management systems in service industries of Horner and Swarbrooke (1996) that in order to manage the quality system of spa service, the spa service-providers should tend to focus on the intangible service element of the spa product and the spa professionals who deliver it. Because quality enhancement is often viewed in terms of reducing the gap between the perception of service quality held by an organization and that held by its customers.

2.5. Definitions of a spa

The Oxford Dictionary (2000) says that a spa is “a place where there is a curative mineral spring”.

The International SPA Association (ISPA) has defined the spa experience as being the time to relax, reflect, revitalize and rejoin.

Regarding to BSF definition, there are the following official definitions of the word spa (www.britishspas.co.uk, 2004):

1. Historical –a spa, holy well or spring was a special place where natural spring waters were reputed to bring relief and cure from a range of ailments. These waters engendered strong spiritual associations and mystical understanding.

2. Traditional –spas with a tradition of being centers for healing and rehabilitation, being based on hydrotherapy administered under medical supervision. Recreation and relaxation are also encouraged alongside social interaction and entertainment.

3. Contemporary –presently spa facilities are dedicated to physical and emotional well-being. Spas must use water as the primary medium for the delivery of therapies and treatments. Based on the use of natural mineral springs wherever possible, the contemporary spa provides for relief, rehabilitation and sports injuries through the spectrum of care to integrated medicine and complementary treatments, de-stressing and relaxation to the beauty and pampering end of the market. Spas create unique environments which must respect the natural assets of their site and location.

The word “spa” can conjure a variety of different images to different people, and spas can be drastically different depending on the location and type of resort (Simon, 2003).

“The size of the resort is going to dictate how extensive the facilities are and to what level of service you can provide,” said Ed Kinney, senior director of brand public relations for Marriot Vacation Club International (Simon, 2003).

Royal Resorts, a timeshare company based in Cancun, Mexico, offers spas at its resorts in Mexico and Caribbean. “Our spas include an area of massage and treatments of a varied nature, an exercise and aerobics room: a wet area with a sauna, a stream room, Jacuzzi, showers and dressing rooms, and an administration area,” said Kemil Rizk, director of Royal Resorts.

2.6. The Components of a Spa

Patty Monteson, co-owner of Health Fitness Dynamics, a spa consultancy based in Pompano Beach, Florida said that it takes more than an exercise room, a massage room and locker facilities to be considered a spa. She recommended the following components (Simon, 2003):

- a reception area;
- separate men’s and women’s locker rooms;
- separate men’s and women’s facility area or a co-ed facility area, including stream, sauna, whirlpool, cool dip pool and a lounge;
- dry treatment rooms for massage and facials;
- wet treatment rooms for body wraps and scrubs with specialty showers;
- staffed fitness studio with strength and cardiovascular equipment;
- an optional exercise studio for classes;
- a retail store or area; and
- a salon for hair, nails and possibly makeup.

2.7. Types of Spas

ISBA (the International Spas Association) based in USA, has categorized spas into seven types (www.experienceispa.com, 2004):

1. Day Spa is a spa offering a variety of professionally administered spa services to clients on a day-use basis. They also mean that spa facilities that have no

overnight accommodations, but offer beauty, wellness and relaxation programs that may last an hour, a morning or a day.

The Spa Association, 2004 has defined day spas as the beauty spas that offer both spa and salon services to patrons all in one convenient location. One characteristic of this type of spa is that its facilities do not include overnight accommodations for patrons. These spas offer a full range of beauty and relaxation treatments to their patrons. These treatments may last anywhere from 30 minutes to an entire day.

2. Destination Spa is a spa whose sole purpose is to provide guests with lifestyle improvement and health enhancement through professionally administered spa services, physical fitness, educational programming, and on-site accommodations. Spa cuisine is served exclusively. They usually offer overnight accommodations and multi-day, all-inclusive programs include exercise classes, body treatments, mind-enrichment and stress-reduction activities and spa cuisine.

3. Medical Spa is one comprising of medical and spa professionals whose primary purpose is to provide comprehensive medical and wellness care in an environment which integrates spa services, as well as conventional and complimentary therapies and treatments. The Spa Association, 2004 has determined that treatments at medical spas include such things as herbal therapies, chiropractic therapy, self-help imagery, hypnosis, homeopathy, biofeedback, acupuncture, and energy healing.

4. Mineral Spring Spa is a spa offering an on-site source of natural mineral, thermal or seawater used in hydrotherapy treatments.

5. Resort or Hotel Spa is a spa owned by and located within a resort or hotel property providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices. They are usually located far from urban areas and in scenic environments.

The Spa Association, 2004 defined resort or hotel spas as spas that are situated within a hotel. These types of spas are often desirable because they provide a relaxing retreat for people wishing to escape their hectic every day schedules. Hotel spas are much larger in size than day spas and also offer their guests overnight accommodations. Hotel spas also offer a wide array of treatments and guests are able to participate in a number of additional activities depending on location of the spa.

Example of Resort Spa

“Spas are an increasingly popular component of luxury resorts in Hawaii, especially with meeting groups. Top spas offer a range of programs to entice guests who want both rigorous and relaxing regimens or, “buff and puff”, as one source describes it. Hawaii’s spas offer innovative cuisine, fitness and salon facilities, land- and water-aerobics, personal trainers, lap pools, a variety of therapeutic treatments and masseurs on call. They also offer logo spa wear and custom spa products for gifts or to take home, such as an array of aromatherapy oils, a tropical leotard or a sampler of creamy coconut-scented lotions and bath products from the Anara Spa at Hyatt Regency Kauai. What sets Hawaiian spas apart is the way they take advantage of the islands’ natural resources- open- air facilities, sea- water therapy, guided nature hikes, outdoor massage in tents by the sea where the sound of the surf lulls cares away.”(Anonymous, 1998).

6. Cruise Ship Spa is a spa aboard a cruise ship providing professionally administered spa services, fitness, and wellness components as well as spa cuisine choices.

7. Club Spa is a facility whose primary purpose is fitness and which offers a variety of professionally administered spa services on a day use basis.

Besides above, the Spa Association (2004) has categorized spas into the following:

1. Fitness Spas are the result of the melding of spas and fitness clubs into one location. The goal of any fitness club is to encourage people to maintain and enhance their physical health. The Fitness Spas are a health club-day spa combination. The health club portion offers patrons all the services of a traditional health club while the spa portion offers patrons traditional spa and salon services. This melding of spas and fitness clubs may appear to some people to be a kinder, gentler way of getting and staying in shape while providing the perfect way to unwind after a workout.

2. Wellness Spas are accomplished through a number of classes and activities where visitors learn how to live a healthy lifestyle. Individuals who suffer from heart disease, diabetes, high blood pressure or cholesterol, cancer, arthritis, are overweight, over stressed, or even individuals who want to quit smoking can benefit from a visit to a Wellness spa. The uniqueness of a wellness spa is the way in which it utilizes a staff of medical experts to combine highly specialized treatments to improve visitors’

health in an environment where they can also receive beauty treatments, improving their well being both inside and out.

In this research, the researcher will study about the demands of international tourists and the supplies of spa service-providers of day spa-tourism in Bangkok, Thailand. Therefore, the international tourists and the owners of day spa-businesses are the target group to collect the information from about day spa-tourism.

2.8. Sanitation Considerations of Spa Services

The Spa Association (2004) identified the following important points for spa service-providers to consider with respect to the sanitation issues of spa services:

- Clean, unused linens and spa wear.
- Sanitized, clean, uncluttered working surfaces.
- Sealed containers for implements like cotton balls and facial pads.
- Professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface.
- For any tool or implement breaking the surface of the skin a disposable tool is recommended.
- Implements must be cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave.
- Technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments.
- Waste receptacles and laundry bins must be sealed and covered.
- Tools and products must be clearly labeled and safety stored.

2.9. Benefits of Spa

There are many benefits of spas that many researchers have mentioned. These are identified as follows:

1. Stress-relief: Spas help employees escape the pressures of work (Casison, 2001).
2. Spas can improve education on new health services, such as tai chi and massage (Blank, 1999).
3. Spas are a relaxing place to go to be pampered and nurtured in surroundings that are serene and calming (The Spa Association, 2004).

4. Spas are a tranquil place to go cleanse, heal, and enhance overall well being (The Spa Association, 2004).

5. Spas have many experts who can help the guests to improve fitness, eating habits and learn more about nutrition, maintain or lose weight, and manage the stress in their life (The Spa Association, 2004).

6. Spas are places where the guests can commune with nature, take time for personal reflection, and meet other people with similar interests (The Spa Association, 2004).

In conclusion, this chapter reviewed the literature that is related to the topic of the “study of demand and supply of international tourists of day spa services in Bangkok, Thailand”. In order to increase the demand of tourists to choose day spa-tourism, the service-providers should study the needs and wants of their customers and design their spa products to attract the interest of the potential customers.



Chapter 3

Conceptual Framework

The purpose of this chapter is to present and illustrates the research procedure in order to gain insight into the demand of international tourists regarding day spas and also the supply of day spas in Bangkok, Thailand. The details of conceptual framework are

Figure 3.1 Conceptual Framework

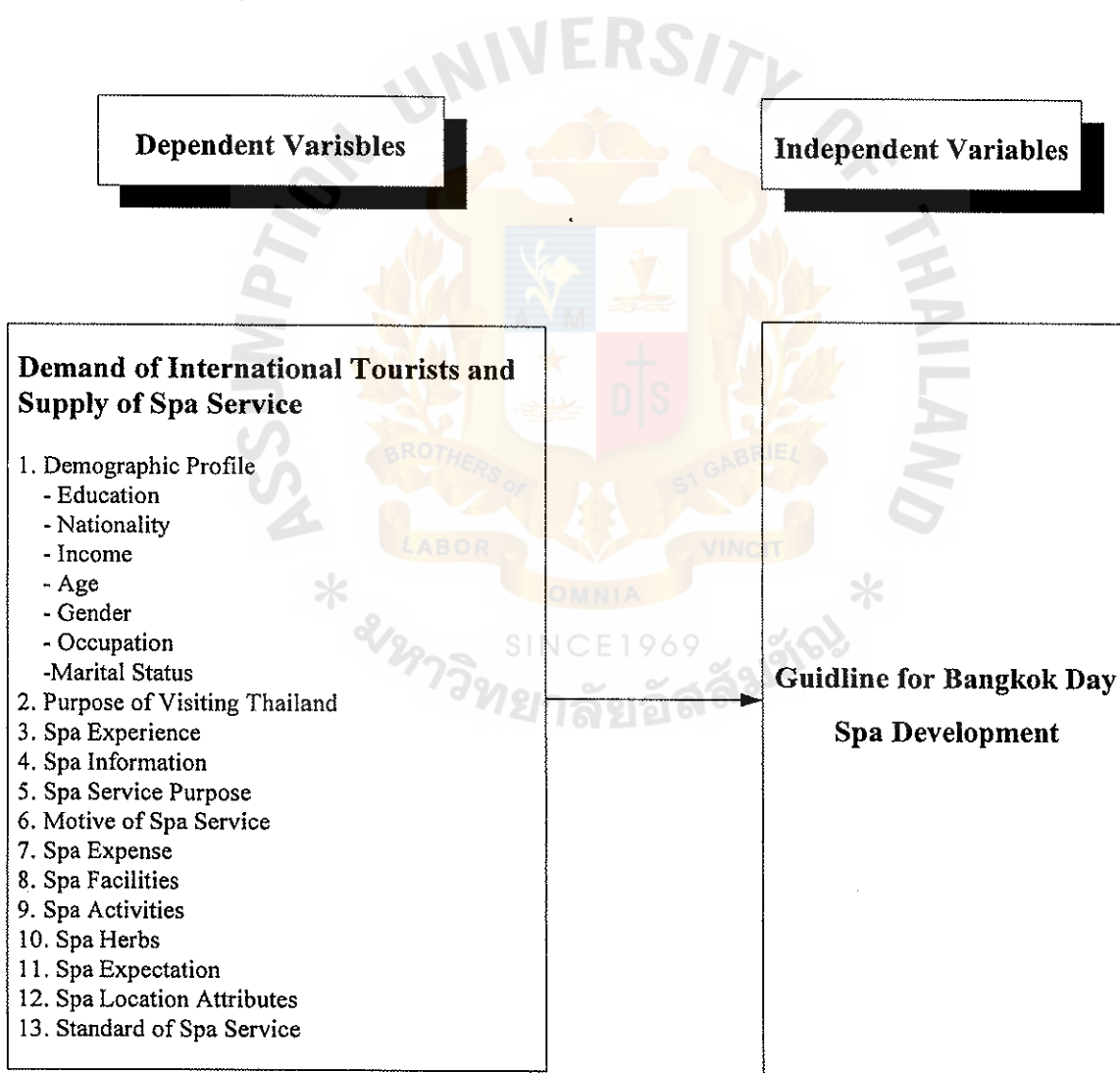


Figure 3.1 presents the procedure of researching to gain the guidelines for developing day spas in Bangkok, Thailand. The first stage of the research is to obtain

the information about the demands of international tourists for day spa-tourism in Bangkok, Thailand. In order to do this the researcher used 400 sets of questionnaires as the research instrument for 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 information obtained by the questionnaires was analyzed by SPSS program.

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. As Silverman (2001) stresses, tape, audio, and video recording are an increasingly important part of qualitative research. He notes that tapes are a public record and can be replayed and transcripts improved. Moreover, tapes preserve sequences of talk. Therefore, the tape recorder will be used to record the information from the day spa-service providers in Bangkok.

At the third stage, the results of both the quantitative and qualitative methods were analyzed and summarized to obtain the information about the demand and supply of day spa service-providers for international tourists in Bangkok. At the final stage, the researcher developed the guidelines for designing and improving day spa-tourism to satisfy the demands of international tourists.

In conclusion, the researcher will use both quantitative and quantitative methods to gain the information about the demands of international tourists and the suppliers of day spa-tourism in Bangkok, Thailand. In the next chapter, the research methodology will be presented and explained.

Chapter 4

Research Methodology

The purpose of this chapter is to present the research methodology. In the first section there is a discussion regarding the use of mixed methodology, incorporating both quantitative and qualitative methods. Then in the second section the research instruments are explained. The third section identifies the sources of data collection, and the fourth section concerns the sampling design, describes how the target populations were classified and the sample size. In the last part of this chapter, the research methods used for analysis of both qualitative and quantitative data are presented.

4.1.Mixed Methodology: Combining Quantitative and Qualitative Approaches

This research collected data about the demands of international tourists and supplies of service-providers of day spas by using both qualitative and quantitative research methods. The collection of empirical data on the demand and supply of day spas was undertaken using 400 questionnaires, 23 in-depth interviews and secondary data analysis.

Social researchers such as Walle (1997), Veal (1992) and Patton (1990) say that combining qualitative and quantitative research methodologies has become more accepted in tourism research. Qualitative and quantitative methods often have been used together in the same project and such integration has resulted in illuminating insights about the investigated social phenomena (Kelle, 2001). Consequently, a considerable amount of writing and research discussing the integration of qualitative and quantitative methods can be found in the social research area (Denzin, 1978; Fielding and Fielding, 1986; Bryman, 1988; Brannen, 1992; Flick, 1992, 1998; Cresswell, 1994; Erzberger and Prein, 1997; Walle, 1997; Tashakkori and Teddie, 1998; Kelle, 2001).

Walle (1997) says that since World War II, quantitative methods have dominated to help researchers create and pose hypotheses, which can then be tested and defined, but its weakness tends to be an incapability of indicating people feelings and perspectives. Lewis et al. (1995) point out that this reflects bias and

dehumanization of the research. Particularly, Kelle (2001) investigates that most research in tourism inevitably involves people. Given this, Tashakkori and Teddlie (1998) recommend that qualitative methods together with quantitative methods should be used to lessen bias and increase merit of the research. Walle (1997) illustrates:

"Today, many scholars are re-embracing other techniques in order to cope with the problems practitioners face; as a result, a broader variety of research strategies are being employed. Thus, purely statistical tools are being supplemented with more qualitative; quantitative/ rigorous methods are being augmented because they are often incapable of dealing with vital problems facing marketing and tourism scholar. As a result, in the past 20 years, a variety of qualitative techniques have gained prestige within marketing research as well as tourism research".

The objectives of this research consisted of: Firstly, the studying of the demographic profile of international tourists who had chosen spa-tourism as their tourism product. Secondly, the study of the demands of international tourists regarding the service quality elements of day spas in Bangkok. Thirdly, the study of the supply of day spa service-providers regarding their ability to provide quality service to their customers. Finally, it analyzed the above data, made appropriate conclusions and offered useful recommendations to the service-providers regarding the development of spa-tourism services. Vividly, the research dealt with people's attitudes, which was a very subjective issue. How to precisely judge people's views on tourism-related issues positively or negatively seems very problematic (Mason and Cheyne, 2000). To increase research merits and reduce this problem, statistical data was necessary to provide more concrete conclusions. Brunt (1997) suggests that to adopt quantitative research alone fails to give insight needed when people are the subject of the research. To reach the research objectives successfully, qualitative research was employed via 400 questionnaires and quantitative methods were 23 in-depth interviews.

4.2. Research Instrument

4.2.1 Quantitative Research: Questionnaire Survey

Questionnaires are considered a key data collection method for quantitative studies (Rubin and Babbie, 2002). Brief overviews of the manner in which questionnaires can be conducted helps explain why personal questionnaires were the preferred research method for this thesis. Kotler et al (1999) show that questionnaires can be conducted in a number of ways, including by phone, mail and in person. Conducting the questionnaires by phone was not considered appropriate because the data collected for the research was considered sensitive. Moreover, collecting data by phone would cause the respondent fear of providing in-depth information. This research focused on the demand of international tourists regarding the services of spa-tourism in Thailand, therefore, face-to-face communication was considered most appropriate. Rubin and Babbies (2002) show that conducting the surveys in person involves an interviewer working through each question with the respondent, which can be time-consuming if a large number of questionnaires need to be completed. However as the number of respondents for the first part of this research was only 400 the author decided to conduct the surveys face to face. Conducting the surveys in person had three major benefits. Firstly, it enabled multiple questionnaires to be handed out at the same. Secondly, it ensured a high response rate as the researcher could collect the questionnaire from each respondent on completion. Lastly, after completion of the questionnaire, the researcher was able to have some more discussion on the studied issues with respondents.

4.2.2 Design of Questionnaire

The questionnaire was designed to provide preliminary data in stage one, “collection of empirical data” and stage three, “concept development” of the grounded theory method. When writing the questionnaire, consideration was given to the wording of the questions. As the questionnaire needed to be distributed to international tourists, the questions were translated and worded in English as simply as possible. Although the researcher was available to clarify any ambiguities, a little input from the researcher can cause bias (Hoinville et al, 1977). As with all questionnaires, the challenge was to develop questions that obtained the desired information in a manner as quickly and easily as possible (De Vaus, 1995). To

achieve this, all questions in the questionnaire were close-ended. These are questions that include all possible answers and subjects are asked to choose among them (Kotler et al, 1999).

A well-structured questionnaire was designed to gain information from international tourists. The questionnaires were distributed in and around the area of Bangkok. The questionnaire was comprised of three parts:

This part consisted of 23 questions (question number 1-23) with the purpose of measuring the demand of international tourists about spa-tourism in Thailand.

Question number 1: to collect information about the main purpose of the visit to Thailand by using a simple category scale of 7 selectors (nominal scale).

Question number 2: was to collect data about the amount of previous visits made to Thailand (ordinal scale).

Question number 3: to collect information concerning the past spa visiting experiences by providing 4 possible selectors (ordinal scale).

Question number 4: to collect data about which types of sources provided the information about spa-tourism in Thailand by using a five point Likert scale, which rated from 1 (disagree strongly) to 5 (agree strongly).

Question number 5: to collect data about the purposes for spa visits by a simple category scale of 7 selectors (nominal scale).

Question number 6: to collect information concerning the motives for using spa services in Bangkok by using a five point Likert scale, which rated from 1 (disagree strongly) to 5 (agree strongly).

Question number 7: to collect information concerning how much the respondent expected to pay per spa visit by providing 6 selectors (ordinal scale).

Question number 8: to collect information concerning the types of services preferred by using a five point Likert scale, which rated from 1 (the most) to 5 (the least).

Question number 9: to collect information concerning the types of spa activities preferred by using a five point Likert scale, which rated from 1 (the most) to 5 (the least).

Question number 10: to collect information concerning the preferred branded products used during spa visits, using a five point Likert scale, which rated from 1 (the most) to 5 (the least).

Question number 11: to collect information concerning the preferred kind of spa herbs used during spa visits by providing 5 selectors (nominal scale).

Question number 12: to collect information concerning the preferred kind of Thai herbs used during spa visits by providing 16 selectors (nominal scale).

Question number 13: to collect information concerning the expectations of international tourists when visiting a spa service in Bangkok using a five point Likert scale, which rated from 1 (disagree strongly) to 5 (agree strongly).

Question number 14: to collect information concerning the expected levels of personal service provided at Bangkok spas using a five point Likert scale, which rated from 1 (disagree strongly) to 5 (agree strongly).

Question number 15: to collect information concerning the expectations regarding location and building features of Bangkok spas using a five point Likert scale, which rated from 1 (disagree strongly) to 5 (agree strongly).

Question number 16: to collect information concerning the expectations regarding health and safety at Bangkok spas using a five point Likert scale, which rated from 1 (disagree strongly) to 5 (agree strongly).

Question number 17: to collect information about the of education level of the respondents by a simple category scale of 4 selectors (nominal scale).

Question number 18: to collect information about the nationality of the respondents by a simple category scale of 7 selectors (nominal scale).

Question number 19: to collect information about income levels of the respondents by a simple category scale of 8 selectors (ordinal scale).

Question number 20: to collect information about age levels of the respondents by a simple category scale of 6 selectors (ordinal scale).

Question number 21: to collect information about marital status of the respondents by a simple category scale of 4 selectors (nominal scale).

Question number 22: to collect information about occupation of the respondents by a simple category scale of 7 selectors (nominal scale).

Question number 23: to collect information about gender of the respondents by a simple category scale of 2 selectors (nominal scale).

4.2.3 Qualitative Research: In-depth Interviews

Polgar and Thomas (1991) suggest that the in-depth interview is considered a basic method that can help the researcher obtain data effectively. Also, it gives the interviewer an opportunity to probe for greater depth in relevant subject areas (Maykut and Morehouse, 1994). However, the skill of the interviewer is necessary to be able make a respondent feel comfortable and keep the discussion relevant (Aaker and Day, 1990). In addition, the in-depth interviews should be conducted on a one-to-one basis as it can eliminate the potential for respondents to be dominated by fellow respondents (Malhotra et al., 1996). Although many authors, such as Briggs (1986), Devault (1990), Broche (1992), Cortazzi (1993) and Kavanaugh et al (1998), suggest that the focus group is an excellent means of obtaining information from a particular group such as tourism expertise and its purpose is also to generate discussion on a given topic using a series of open-ended questions (Crabtree et al, 1993; Patton, 1990; Veal, 1992). An often cited advantage that focus group have over individual interviews is the use of group dynamics to motivate individuals to enter into the discussion (Wimmer and Dominick, 2000; Baker, 1999). Comparative assessment of individual interviews and focus groups reveals that to choose one of these two methods to be used, factors such as the suitability of the topic for group discussion, the costs involved and time involved must be taken into consideration (Wimmer and Dominick, 2000; Krueger, 1994).

For this research, 23 in-depth interviews were undertaken on a one-to-one basis during September 2004 to October 2004 to gain the information about the supply of spa-services that the service-providers of day spas offer to tourists. Each interview lasted between 1 and 2 hours. All interviews were recorded to avoid any disruptions caused by note taking (King, 1994). Malhotra et al. (1996) stress that in-depth interviews on sensitive issues should be handled carefully and the interviewer must create the feeling of “security” both before and after the interview.

4.3 Data Collection

The data collected in this research was divided into two sources. First was the primary source and the second was the secondary source.

4.3.1 The Primary Data used in this Research

The researcher collected primary data for the specific purpose of addressing the present problem at hand (Malhotra, 2000).

The primary source means that the data was collected directly from the target population. In this research, the total numbers of respondents for the quantitative method were 400 international tourists and the total numbers of respondents for the qualitative method were 23 day spa service-providers in Bangkok, Thailand.

4.3.2 Secondary Data

Secondary source means data acquired indirectly from tourist magazines, foreign and local journals, academic textbooks, the Internet, libraries and daily newspapers. For the present study, the researcher used all the mention material.

4.4. Sampling Design

4.4.1 Sampling Method

To select the respondents of the sample, the researcher concentrated on the probability sampling technique. In this technique the sampling elements were selected by chance, that is, randomly. The probability of selecting each potential sample from a population can be pre-specified. While every potential sample need not have the same probability of selection, it was possible to specify the probability of selecting a particular sample of a given size. In this research, the sampling technique used was a simple random sampling. A simple random sampling (SRS) is a probability sampling technique in which each element in the population has a known and equal probability of selection. Every element was selected independently of every other element, and the sample is drawn by a random procedure from a sampling frame (Malhotra, 2002).

For collecting the questionnaires around the area of Bangkok, a simple random sampling technique was applied to select a sample of 400 international tourists.

4.4.2 Target Population

Target population : International spa users

around Bangkok Province, Thailand

Sampling Element : Male or Female

Sampling Unit : at the 23 day spa in Bangkok

Duration : September – October 2004

4.4.3 Sampling Size

Probability sampling was the sampling technique used in this study and the primary data was collected using quantitative methods. The quantitative method entailed collecting the data from international tourists around the area of Bangkok. The total number of respondents was 400 international tourists (See Table 4.2). The qualitative method entailed collecting the data from 23 service-providers of day spa in Bangkok. The sample size of the respondents of both quantitative and qualitative methods was calculated by using the formula of Yamanae (1973) as follows:

$$n = \frac{N}{1 + Ne^2}$$

n = Sample size

N = Number of population

e = 0.05

Table 4.2. The Sample Size of International Tourists

| Region | No. of International Tourists | Percentage | Sample Size |
|--------------|-------------------------------|------------|-------------|
| -East Asia | 4,202,221 | 60.92 | 244 |
| -Europe | 1,561,359 | 22.63 | 91 |
| -America | 420,410 | 6.09 | 24 |
| -South Asia | 276,022 | 4.00 | 16 |
| -Oceania | 242,950 | 3.52 | 14 |
| -Middle East | 147,626 | 2.14 | 8 |
| -Africa | 47,578 | 0.69 | 3 |
| Total | 6,898,164 | 100 | 400 |

Source: TAT's Annual Report of International Tourist Statistics, 2003

4.5. Pretest

According to Malhotra (2000), pre-testing refers to the testing of the questionnaire on a small sample of respondents in order to identify and eliminate potential problems. Even the best questionnaire can be improved by pre-testing. A pretest should be extensive. All aspects of the questionnaire should be tested, including question content, wording, sequence, form and layout, question difficulty, and instructions. The respondents in the pretest should be similar to those who will be included in the actual survey in terms of background characteristics, familiarity with the topic, and attitudes and behaviors of interest. In other words, respondents for the pretest and for the actual survey should be drawn from the same population.

The data acquired was pre-tested for the reliability of the questionnaire. Twenty copies of the questionnaires were randomly distributed to those respondents who used day spas in Bangkok. The researcher looked for evidence of ambiguous questions, wording, question format and sequence as well as the length of the questionnaire. The researcher modified any mistakes found in the pre-testing period accordingly.

4.6. Data Analysis

4.6.1 Analysis of Quantitative Data

Data analysis was performed once the necessary data was collected. The Statistic Package of Social Science (SPSS) was utilized. The information was summarized and interpreted in two forms as follow:

Descriptive Statistics:

Descriptive Statistics are statistical indices that summarize and communicate basic characteristics of a distribution, which are used to verbally communicate features of a distribution (Grimm, 1993). In this research, independent variables (education, nationality, and income) and dependent variables (the trip characteristics and the quality of spa-service) were tested. Descriptive Statistics involved the use of univariate analysis (Malhotra, 2001).

Descriptive analysis refers to the transformation of the raw data into a form that will make it easy to understand and interpret. Describing responses or observations is typically the first form of analysis. The calculation of averages, frequency distribution, and percentage distributions is the most common form of summarizing

data (Zikmund, 1994). In this research, the primary data about demographic characteristics: nationality, education level, and income of individual international tourists were summarized in the form of univariate analysis. Additionally, the data concerning the tourist's trip characteristics and demand of the quality of spa-service were summarized in the form of univariate analysis.

4.6. 2 Analysis of Qualitative Data

To analyze the 23 in-depth interviews, as all interviews were undertaken in Thai, they were firstly transcribed and translated into English and then coded. During this process, to reduce bias, the author, as a non-English speaker, consulted the translation-related problems with several English native speakers in Thailand. Subsequently, data from the in-depth interviews was coded. Hay (2000) says "coding refers to the process of allocating information to particular categories in a form that then makes that data easy to retrieve and interpret". Miles and Huberman (1994) suggest that coding may be text-based or numeric. For this research, coding presented in text-based form was preferred due to the nature of this thesis, which required a depth of information of human perceptions. Coding in a text-based form would provide more convenience and details for research dealing with people's feelings and attitudes (Hay, 2000). In this research, qualitative method was used to reach the research's main objective, which was to identify the ability of suppliers of day spa in Bangkok, Thailand to provide the quality service to their customers.

In summary, this chapter presented and explained the methods used in this research. Moreover, it discussed the research instruments, 400 sets of questionnaires and 23 in-depth interviews, which were used to collect information about the demands of international tourists and the supplies of service-providers for day spa-tourism in Bangkok, Thailand. The details of questionnaire have been also presented and explained. The method of probability sampling technique and the formula of Yamanae (1973) was used to select the target population and calculate the size of sampling population for this research. The data of the questionnaires would be analyzed by using descriptive statistics and inferential statistics (chi-square) and the data of the in-depth interviews would be transcribed and translated into English and then coded by the editor who is an English native speaker. In the next chapter, the analysis of data will be presented and explained.

Chapter 5

Data Analysis

This chapter contains the analysis of all the data gathered from the respondents (400 sets of data), which includes the presentation and analysis of the data, consisting of the measurement of variables, including demographic frequency distribution, independent and dependent variables.

5.1 Presentations, Analysis and Interpretation of Data

Descriptive analysis refers to the transformation of the raw data into a form that will make them easy to understand and interpret. The data in this section will be presented in the form of frequency distribution and percentage distribution. In descriptive analysis, the raw data are presented in the form of frequency as well as percentage for nominal data. These data include the demographic profiles of the respondents based on gender, age, education, and income and also represents the frequency distribution of the dependent and independent variables.

5.1.1. Frequency Distribution

Table 5.1: Main tourism purpose of the respondents divided by educational qualification

The main purpose of traveling to Thailand * Education qualification Crosstabulation

| | | | Education qualification | | | | Total |
|---|--------------------------------|------------|-------------------------|---------|----------|--------------|-------|
| | | | secondary school | Diploma | Bachelor | Postgraduate | |
| The main purpose of traveling to Thailand | Business | Count | | 80 | 100 | 60 | 240 |
| | | % of Total | | 20.0% | 25.0% | 15.0% | 60.0% |
| | Visivesiting friends and relat | Count | | 20 | | | 20 |
| | | % of Total | | 5.0% | | | 5.0% |
| | Education | Count | 20 | 40 | 20 | | 80 |
| | | % of Total | 5.0% | 10.0% | 5.0% | | 20.0% |
| | Meeting/ Seminar | Count | | | 20 | | 20 |
| | | % of Total | | | 5.0% | | 5.0% |
| | Holiday/ Vacation | Count | | 20 | 20 | | 40 |
| | | % of Total | | 5.0% | 5.0% | | 10.0% |
| Total | Count | 20 | 160 | 160 | 60 | 400 | |
| | % of Total | 5.0% | 40.0% | 40.0% | 15.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.1, it shows that the main tourism purpose of the respondents divided by educational qualification are as follows:

Among 400 international tourists, the highest percentages of international tourists who have secondary school have the tourism purpose are education. It represented by 20 secondary school tourists or 5.0 percent. Business is tourism purpose of international tourists who have diploma level. It represented by 80 diploma tourists or 33.3 percent. The highest percentages of international tourists who have bachelor degree have the tourism purpose to do business. It represented by 100 bachelor tourists or 41.7 percent. And the highest percentages of international tourists who have postgraduate degree have the tourism purpose to do business. It represented by 60 bachelor tourists or 25.0 percent

Table 5.2: The experience of spa using of the respondents divided by educational qualification

The frequency time of visiting to Thailand * Education qualification Crosstabulation

| | | | Education qualification | | | | Total |
|--|-------------------|------------|-------------------------|---------|----------|--------------|-------|
| | | | secondary school | Diploma | Bachelor | Postgraduate | |
| The frequency time of visiting to Thailand | 2 times | Count | | | 20 | | 20 |
| | | % of Total | | | 5.0% | | 5.0% |
| | 3 times | Count | | | 60 | | 60 |
| | | % of Total | | | 15.0% | | 15.0% |
| | 4 times | Count | | 40 | | | 40 |
| | | % of Total | | 10.0% | | | 10.0% |
| | More than 5 times | Count | 20 | 120 | 80 | 60 | 280 |
| | | % of Total | 5.0% | 30.0% | 20.0% | 15.0% | 70.0% |
| Total | Count | 20 | 160 | 160 | 60 | 400 | |
| | % of Total | 5.0% | 40.0% | 40.0% | 15.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.2, it shows that the most of respondents who have secondary school level, diploma level, bachelor level, and postgraduate level have visited Thailand more than 5 times, represented by 20 secondary school respondents or 7.1 percent, 120 diploma respondents or 42.9 percent, 20 bachelor respondents or 7.1 percent, 60 postgraduate respondents or 21.4 percent.

Table 5.3: The experience of spa using of the respondents divided by educational qualification

The experience of spa using * Education qualification Crosstabulation

| | | | Education qualification | | | | Total |
|-----------------------------|-------------------|------------|-------------------------|---------|----------|--------------|-------|
| | | | secondary school | Diploma | Bachelor | Postgraduate | |
| The experience of spa using | Never | Count | | | 20 | | 20 |
| | | % of Total | | | 5.0% | | 5.0% |
| | 1-2 times | Count | | 40 | 40 | | 80 |
| | | % of Total | | 10.0% | 10.0% | | 20.0% |
| | 3-4 times | Count | | 60 | 80 | 40 | 180 |
| | | % of Total | | 15.0% | 20.0% | 10.0% | 45.0% |
| | More than 4 times | Count | 20 | 60 | 20 | 20 | 120 |
| | | % of Total | 5.0% | 15.0% | 5.0% | 5.0% | 30.0% |
| Total | Count | 20 | 160 | 160 | 60 | 400 | |
| | % of Total | 5.0% | 40.0% | 40.0% | 15.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.3 indicates the experience of spa using of the respondents divided by educational qualification, and it can be seen that most of secondary respondents (20 or 5.0 percent) have used spa service for more than 4 times. For the most of diploma respondents, there are 60 respondents or 15.0 percent have used spa service for 1-2 times and 3-4 times. For the most of bachelor respondents, there are 80 respondents or 20.0 percent have used spa service for 3-4 times. And the most of postgraduate respondents, there are 40 respondents or 10.0 percent have used spa service for 3-4 times.

Table 5.4: The information source of spa service of the respondents divided by educational qualification

| Tourist Information sources | Secondary school | Diploma | Bachelor | Postgraduate |
|-----------------------------|------------------|---------|----------|--------------|
| -Friends and relatives | 20 | 80 | 80 | 40 |
| -Radio | 20 | 80 | 60 | 40 |
| -TV program | 20 | 60 | 60 | 40 |
| -Newspaper | - | 80 | 100 | 20 |
| -Magazine | 20 | 60 | 60 | 20 |
| -Guide Book | - | 60 | 60 | - |
| -Travel agent | 20 | 60 | 20 | 20 |
| -Tourist Information Center | - | 20 | 40 | - |
| -Internet | - | 60 | 120 | 20 |
| -Tourist brochure | - | - | 80 | 20 |
| -Travel exhibition | - | 20 | - | - |

| | | | | |
|------|---|----|----|---|
| -TAT | - | 40 | 40 | - |
|------|---|----|----|---|

Source: Survey data gathered on November- January, 2004

Table 5.4 indicates the information source of spa service of the respondents divided by educational qualification, and it can be seen that most of secondary respondents (20 or 5.0 percent) have received the information about spa service from friends and relatives, radio, TV program, magazine, and travel agent. For the most of diploma respondents, there are 80 respondents or 20.0 percent have received the information about spa service from friends and relatives, radio, and newspaper. For the most of bachelor respondents, there are 120 respondents or 30.0 percent have received the information about spa service from Internet. And the majority of postgraduate respondents, there are 220 respondents or 55.0 percent have received the information about spa service from their friends and relatives.

Table 5.5: The purpose to use spa service of the respondents divided by educational qualification

The purpose to use spa service * Education qualification Crosstabulation

| | | | Education qualification | | | | Total |
|--------------------------------|-------------------|------------|-------------------------|---------|----------|--------------|--------|
| | | | secondary school | Diploma | Bachelor | Postgraduate | |
| The purpose to use spa service | Stress-relief | Count | | 20 | 20 | 40 | 80 |
| | | % of Total | | 5.0% | 5.0% | 10.0% | 20.0% |
| | Relaxation | Count | | 60 | 80 | | 140 |
| | | % of Total | | 15.0% | 20.0% | | 35.0% |
| | Lose weight | Count | 20 | 60 | | 20 | 100 |
| | | % of Total | 5.0% | 15.0% | | 5.0% | 25.0% |
| | Physical fitness | Count | | | 40 | | 40 |
| | | % of Total | | | 10.0% | | 10.0% |
| | Spa cuisine | Count | | 20 | | | 20 |
| | | % of Total | | 5.0% | | | 5.0% |
| | Holistic wellness | Count | | | 20 | | 20 |
| | | % of Total | | | 5.0% | | 5.0% |
| Total | | Count | 20 | 160 | 160 | 60 | 400 |
| | | % of Total | 5.0% | 40.0% | 40.0% | 15.0% | 100.0% |

Source: Survey data gathered on November- January, 2004

Table 5.5 indicates the purpose to use spa service of the respondents divided by educational qualification, and it can be seen that most of secondary respondents (20 or 5.0 percent) have the purpose to lose weight. For the most of diploma respondents, there are 60 respondents or 15.0 percent have the purpose to lose weight and to be relaxation. For the most of bachelor respondents, there are 80 respondents or

20.0 percent have the purpose to be relaxation. And most of postgraduate respondents, there are 40 respondents or 10.0 percent have the purpose to be stress-relief.

Table 5.6: The major motive for using spa service of the respondents divided by educational qualification

| Educational Qualification | | | |
|------------------------------------|-------------------------------|-------------------------------|--------------------------------|
| Secondary School Mean (max-min) | Diploma Mean (max-min) | Bachelor Mean (max-min) | Postgraduate Mean (max-min) |
| Location (4.88) | Service (4.96) | Service (4.80) | Reputation (4.75) |
| Service (4.50) | Spa facilities (4.88) | Location (4.75) | Safety and security (4.62) |
| Safety and security (4.38) | Location (4.70) | Reasonable price (4.68) | Amenities (4.50) |
| Reputation (4.25) | Sex (4.60) | Spa facilities (4.50) | Ambience (4.45) |
| Amenities (4.00) | Amenities (4.36) | Sex (4.35) | Service (4.36) |
| Reasonable price (3.85) | Reputation (4.25) | Reputation (4.25) | Reasonable price (4.25) |
| Ambience (3.66) | Safety and security (4.12) | Safety and security (4.12) | Spa facilities (4.00) |
| Therapist (3.50) | Ambience (4.00) | Therapist (4.00) | Accessibility (3.85) |
| Accessibility (3.25) | Reasonable price (3.85) | Amenities (3.85) | Location (3.65) |
| Spa facilities (3.00) | Accessibility (3.25) | Accessibility (3.50) | Therapist (3.50) |

Table 5.6 indicates the major motive for using spa service of the respondents divided by educational qualification, it can be seen that the secondary respondents have rated the major motive for using spa service as respectfully: location, service, safety and security, reputation, amenities, reasonable price, ambience, therapist, accessibility, and spa facilities. For the diploma respondents, the major motives for using spa service are as respectfully: service, spa facilities, location, sex, amenities, reputation, safety and security, ambience, reasonable price, and accessibility. For the bachelor respondents, the major motives for using spa service are as respectfully: service, location, reasonable price, spa facilities, sex, reputation, safety and security, therapist, amenities, and accessibility. And the postgraduate respondents, the major motives for using spa service are as respectfully: reputation, safety and security, amenities, ambience, service, reasonable price, spa facilities, accessibility, location, and therapist.

Table 5.7: The expectation of payment for using spa service of the respondents divided by educational qualification

The expectation to pay for using spa service * Education qualification Crosstabulation

| | | | Education qualification | | | | Total |
|--|-----------------|---------------------|-------------------------|--------------|--------------|--------------|---------------|
| | | | secondary school | Diploma | Bachelor | Postgraduate | |
| The expectation to pay for using spa service | Less than 1,000 | Count % of Total | | | 40 10.0% | | 40 10.0% |
| | 1,001- 2,000 | Count % of Total | | 20 5.0% | 20 5.0% | 20 5.0% | 60 15.0% |
| | 2,001-3,000 | Count % of Total | 20 5.0% | 100 25.0% | 60 15.0% | 20 5.0% | 200 50.0% |
| | 3,001-4,000 | Count % of Total | | 40 10.0% | 20 5.0% | | 60 15.0% |
| | 4,001-5,000 | Count % of Total | | | | 20 5.0% | 20 5.0% |
| | More than 5,000 | Count % of Total | | | 20 5.0% | | 20 5.0% |
| | Total | Count % of Total | 20 5.0% | 160 40.0% | 160 40.0% | 60 15.0% | 400 100.0% |

Source: Survey data gathered on November- January, 2004

Table 5.7 indicates the expectation of payment for using spa service of the respondents divided by educational qualification, it can be seen that most of secondary respondents (20 or 5.0 percent), diploma respondents (100 respondents or 25.0 percent), bachelor respondents (60 respondents or 15.0 percent), and postgraduate respondents (200 respondents or 50.0 percent) would like to pay for using spa service about 2,001-3,000 baht.

Table 5.8: The most favorite spa facilities of the respondents divided by educational qualification

| Educational Qualification | | | |
|------------------------------------|---|---|--------------------------------|
| Secondary School Mean (max-min) | Diploma Mean (max-min) | Bachelor Mean (max-min) | Postgraduate Mean (max-min) |
| Herbal steam room (5.00) | Sliming and muscle toning machines (4.95) | Sliming and muscle toning machines (4.90) | Saunas (4.90) |
| Saunas (4.85) | Mineral baths (4.80) | Hydrotherapy (4.75) | Whirlpool (4.85) |
| Floral bath (4.80) | Hydrotherapy (4.75) | Fitness studio (4.50) | Hydrotherapy (4.75) |
| Hydrotherapy (4.75) | Dry treatment (4.60) | Relaxation area (4.35) | Dry treatment (4.55) |
| Fitness studio (4.60) | Hairdressing salon (4.25) | Hairdressing salon (4.25) | Relaxation area (4.35) |

Source: Survey data gathered on November- January, 2004

Table 5.8: indicates the most favorite spa facilities of the respondents divided by educational qualification, it can be seen that the secondary respondents have rated the most favorite spa facilities as respectfully: herbal steam room, saunas, floral bath, hydrotherapy, and fitness studio. For the diploma respondents, the most favorite spa facilities are as respectfully: sliming and muscle toning machines, mineral baths, hydrotherapy, dry treatment, and hairdressing salon. For the bachelor respondents, the most favorite spa facilities are as respectfully: sliming and muscle toning machines, hydrotherapy, fitness studio, relaxation area and hairdressing salon. And the postgraduate respondents, the most favorite spa facilities are as respectfully: saunas, whirlpool, hydrotherapy, dry treatment, and relaxation area.

Table 5.9: The most favorite spa activities of the respondents divided by educational qualification

| Educational Qualification | | | |
|------------------------------------|----------------------------------|------------------------------|----------------------------------|
| Secondary School Mean (max-min) | Diploma Mean (max-min) | Bachelor Mean (max-min) | Postgraduate Mean (max-min) |
| Body massage (5.00) | Reflexology (4.90) | Hydrotherapy (4.95) | Hydrotherapy (4.85) |
| Reflexology (4.85) | Aromatherapy (4.75) | Acupuncture (4.80) | Aromatherapy (4.60) |
| Facial massage (4.78) | A salon for hair and nail (4.50) | Detoxification (4.65) | A salon for hair and nail (4.50) |
| Detoxification (4.60) | Meditation (4.30) | Body wraps and scrubs (4.50) | Acupuncture (4.45) |
| Body wraps and scrubs (4.50) | Yaga (4.00) | Aromatherapy (4.30) | Body wraps and scrubs (4.25) |

Source: Survey data gathered on November- January, 2004

Table 5.9: indicates the most favorite spa activities of the respondents divided by educational qualification, it can be seen that the secondary respondents have rated the most favorite spa activities as respectfully: body massage, reflexology, facial massage, detoxification, and body wraps and scrubs. For the diploma respondents, the most favorite spa activities are as respectfully: reflexology, aromatherapy, a salon for hair and nail, meditation, and yoga. For the bachelor respondents, the most favorite spa activities are as respectfully: hydrotherapy, acupuncture, detoxification, body wraps and scrubs, and aromatherapy. For the postgraduate respondents, the most favorite spa activities are as respectfully: hydrotherapy, aromatherapy, a salon for hair and nail, acupuncture, and body wraps and scrubs.

Table 5.10: The most favorite product brand of spa of the respondents divided by educational qualification

| Educational Qualification | | | |
|------------------------------------|---------------------------|----------------------------|--------------------------------|
| Secondary School Mean (max-min) | Diploma Mean (max-min) | Bachelor Mean (max-min) | Postgraduate Mean (max-min) |
| Jurlique (5.00) | Decleor (4.95) | Dr Spiller (4.95) | Decleor (4.80) |
| Dr Spiller (4.80) | Jurlique (4.80) | Clinique (4.80) | Clinique (4.50) |
| Clinique (4.60) | Dr Spiller (4.65) | Jamjan (4.50) | Thalgo (4.35) |
| Jamjan (4.45) | Loreal (4.40) | Loreal (4.30) | Loreal (4.20) |
| Loreal (4.25) | Hanako (3.85) | Hanako (4.00) | Hanako (4.00) |

Source: Survey data gathered on November- January, 2004

Table 5.10: indicates the most favorite product brand of spa of the respondents divided by educational qualification, it can be seen that the secondary school respondents have rated the most favorite product brand of spa as respectably: Jurlique, Dr Spiller, Clinique, Jamjan, and Loreal. For the diploma respondents, the most favorite product brands of spa are as respectably: Decleor, Jurlique, Dr Spiller, Loreal, and Hanako. For the bachelor respondents, the most favorite product brands of spa are as respectably: Dr Spiller, Clinique, Jamjan, Loreal, and Hanako. For the postgraduate respondents, the most favorite product brands of spa are as respectably: Decleor, Clinique, Thalgo, Loreal, and Hanako.

Table 5.11: The expectation for using spa service of the respondents divided by educational qualification

Report

| Education qualification | Spa service attribute | | | | | | | |
|-------------------------|-----------------------------------|--|--|---------------------------|-------------------------------|------------------------|------------------------------|-------------------------------------|
| | (Reasonable price of spa service) | (Skills of staff in providing spa service) | (Separate men's and women's facility area) | (Hygiene and cleanliness) | (Room decoration and comfort) | (Safety and security) | (The variety of spa service) | (Foreign language ability of staff) |
| secondary school | Mean First | 2.00 unimportant | 3.00 hard to decide | 4.00 important | 4.00 important | 4.00 important | 4.00 important | 5.00 very important |
| Diploma | Mean First | 3.63 very important | 4.25 very important | 4.00 very important | 3.50 unimportant | 4.25 very important | 4.13 very important | 4.25 very important |
| Bachelor | Mean First | 3.25 unimportant | 4.50 important | 4.00 important | 3.87 important | 4.00 important | 4.13 important | 4.75 important |
| Postgraduate | Mean First | 3.67 hard to decide | 4.67 important | 4.00 hard to decide | 4.00 important | 3.33 hard to decide | 3.67 important | 4.00 important |
| Total | Mean First | 3.40 unimportant | 4.35 important | 4.00 important | 3.75 important | 4.00 important | 4.05 important | 4.45 important |

Source: Survey data gathered on November- January, 2004

Table 5.11: indicates the expectation for using spa service of the respondents divided by educational qualification, it can be seen that the secondary school respondents have mostly expected (mean = 5.00) to the ability of staff in understanding the foreign language and the quality of spa service in Bangkok. For the diploma respondents, they have mostly expected (mean = 4.25) to safety and security, the quality of spa service, and the skills of staff in providing spa service. For the bachelor respondents, they have mostly expected (mean = 4.75) to the quality of spa service in Bangkok. For the postgraduate respondents, they have mostly expected (mean = 4.67) to the skills of staff in providing spa service.

Table 5.12: The expectation to the service of personal spa for using spa service of the respondents divided by educational qualification

Table 5.12: indicates the expectation to the service of personal spa for using spa service of the respondents divided by educational qualification, it can be seen that the secondary school respondents have mostly expected (mean = 4.00) to the willingness to provide spa service, the skills in providing spa service, the friendliness to guests, the support for special guest needs, the experience at least 2 years of staff, the knowledge of staff about spa service, at least certificated graduation in health service, the foreign language ability, the efficiency and accuracy in service, and the personal appearance. For the diploma respondents, they have mostly expected (mean = 4.38) to the skills in providing spa service, and the quality of spa service. For the bachelor respondents, they have mostly expected (mean = 4.63) to the quality of spa service. For the graduate respondents, they have mostly expected (mean = 4.00) to the skills in providing spa service, and the quality of spa service.

Table 5.12: The expectation to the service of personal spa for using spa service of the respondents divided by educational qualification

| Report | | | | | | | | | | | | |
|-------------------------|--|---|--|---|---|--|--|--|--|---|---|--|
| | The service of personal spa (Willingness to provide spa service) | The service of personal spa (Skills in providing spa service) | The service of personal spa (Friendliness to guests) | The service of personal spa (Support for special guest needs) | The service of personal spa (Knowledge about spa service) | The service of personal spa (At least 2 years experience in spa service) | The service of personal spa (At least graduated in health service) | The service of personal spa (Foreign language ability) | The service of personal spa (Efficiency and accuracy in service) | The service of personal spa (Personal appearance) | The service of personal spa (Spa service quality) | |
| Education qualification | | | | | | | | | | | | |
| secondary school | Mean First | 4.00 important | 4.00 important | 4.00 important | 4.00 important | 4.00 important | 4.00 important | 4.00 important | 4.00 important | 4.00 important | 3.00 hard to decide | |
| Diploma | Mean First | 3.88 very important | 3.75 important | 3.38 important | 3.88 very important | 3.87 very important | 3.75 important | 4.00 very important | 4.25 very important | 3.75 hard to decide | 4.38 very important | |
| Bachelor | Mean First | 4.25 important | 4.00 unimportant | 4.12 important | 4.38 important | 3.75 important | 3.63 important | 3.75 important | 4.37 unimportant | 4.38 important | 4.62 important | |
| Postgraduate | Mean First | 3.67 hard to decide | 3.67 unimportant | 2.67 hard to decide | 3.67 important | 3.00 hard to decide | 3.00 hard to decide | 3.00 important | 3.33 hard to decide | 3.00 hard to decide | 4.00 important | |
| Total | Mean First | 4.00 important | 3.85 unimportant | 3.60 important | 4.05 important | 3.70 important | 3.60 important | 3.75 important | 4.15 unimportant | 3.90 important | 4.35 important | |

Source: Survey data gathered on November- January, 2004

Table 5.13: The expectation to spa location of the respondents divided by educational qualification

Report

| | The spa location attribute (The place of spa service is easy to find) | The spa location attribute (The place of spa service is a safe place) | The spa location attribute (The entrances of spa service are easy to access) | The spa location attribute (The place of spa service is obviously separated from other businesses) | The spa location attribute (Enough parking space) | The spa location attribute (The place of spa service is a private place for individual) | The spa location attribute (The sufficient light system for spa service) | The spa location attribute (The sufficient ventilation system) | The spa location attribute (The sanitation of waste elimination system) | The spa location attribute (The decoration of spa place is suitable) | The spa location attribute (The area of spa service is non-smoking and non-alcohol area) | The spa location attribute (The price and type of spa service are informed on a board) |
|-------------------------|---|---|--|--|---|---|--|--|---|--|--|--|
| Education qualification | Mean | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| secondary school | First | important | important | important | important | important | important | important | important | important | important | important |
| Diploma | Mean | 3.62 | 4.00 | 3.87 | 3.75 | 3.50 | 4.13 | 3.88 | 4.13 | 3.88 | 3.63 | 4.00 |
| | First | important | very important | important | hard to decide | hard to decide | important | important | hard to decide | important | important | very important |
| Bachelor | Mean | 4.37 | 4.25 | 4.25 | 4.38 | 3.75 | 4.63 | 4.00 | 4.12 | 4.50 | 4.25 | 4.25 |
| | First | very important | important | important | important | important | unimportant | important | important | important | unimportant | important |
| Postgraduate | Mean | 2.33 | 2.67 | 3.00 | 3.00 | 2.67 | 3.33 | 3.33 | 3.67 | 4.00 | 3.67 | 4.00 |
| | First | hard to decide | hard to decide | important | hard to decide | important | hard to decide | unimportant | hard to decide | important | unimportant | important |
| Total | Mean | 3.75 | 3.90 | 3.90 | 3.90 | 3.50 | 4.20 | 3.85 | 4.05 | 4.15 | 3.90 | 4.10 |
| | First | very important | important | important | important | important | important | important | important | important | unimportant | important |

Source: Survey data gathered on November- January, 2004

Table 5.13: indicates the expectation to spa location of the respondents divided by educational qualification, it can be seen that the secondary school respondents have mostly expected (mean = 4.00) to the place is easily to find, a safe place, easily to access, obviously separated from other businesses, enough parking space, a private place for individual, the sufficient light system for spa service, the sufficient ventilation system, the sanitation of waste elimination system, the decoration of spa place is suitable, non smoking and non alcohol area, and the price and type of spa service are informed on a board. For the diploma respondents, they have mostly expected (mean = 4.13) to a private place for individual, and the sanitation of waste elimination system. For the bachelor respondents, they have mostly expected (mean = 4.63) to a private place for individual. For the graduate respondents, they have mostly expected (mean = 4.00) to the decoration of spa place is suitable, and the price and type of spa service are informed on a board.

Table 5.14: The expectation to safe standard of spa service of the respondents divided by educational qualification

Table 5.14: indicates the expectation to safe standard of spa service of the respondents divided by educational qualification, it can be seen that the secondary school respondents have mostly expected (mean = 5.00) to the first aid kits are ready to use, and clean, unused linens and spa wear. For the diploma respondents, they have mostly expected (mean = 4.13) to the automatic thermometers are set in the thermal rooms, sanitized, clean, uncluttered working surfaces, and Sealed containers for implements like cotton balls and facial pads. For the bachelor respondents, they have mostly expected (mean = 4.25) to the first aid kits are ready to use, the warning signs are presented in the risk areas, and to set of the fire caution system. For the graduate respondents, they have mostly expected (mean = 4.00) to waste receptacles and laundry bins must be sealed and covered.

Table 5.14: The expectation to safe standard of spa service of the respondents divided by educational qualification

Report

| | (The first aid kits are ready to use) | (The warning signs are presented in the risk areas) | (The skills and knowledge of staff in using special product and equipment) | Report | (The automatic thermometers are set in the thermal rooms) | (To monitor and control the quality of water in spa service) | (Clean, unused linens and spa wear) | (Sanitize, clean, und cluttered working surfaces) | (Sealed containers for implement s like cotton balls and facial pads) | (Professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface) | (For any tools or implement breaking the surface of the skin a disposable tool is recommended) | (Implement s must be cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave) | (Technician s must have freshly washed and dried hands or have surgical gloves on during spa treatment) | (Waste receptacle s and laundry bins must be sealed and covered) | (Tools and products must be clearly labeled and safety stored) | (To set of the fire caution system) |
|--|---------------------------------------|---|--|------------------------|---|--|-------------------------------------|---|---|--|--|--|---|--|--|-------------------------------------|
| Education qualification secondary school | 5.00 very important | 4.00 important | 4.00 important | 3.00 hard to decide | 4.00 important | 4.00 important | 5.00 very important | 4.00 important | 4.00 important | 3.00 hard to decide | 4.00 important | 4.00 important | 3.00 hard to decide | 4.00 important | 3.00 hard to decide | 2.00 unimportant |
| Diploma | 3.75 important | 3.62 hard to decide | 3.75 important | 3.50 hard to decide | 4.13 very important | 3.50 important | 4.00 very important | 4.13 very important | 4.13 very important | 3.75 very important | 4.00 very important | 4.00 very important | 4.00 very important | 3.63 important | 3.75 very important | 3.75 very important |
| Bachelor | 4.25 hard to decide | 4.25 important | 4.00 important | 2.62 unimportant | 3.63 hard to decide | 3.50 important | 4.13 important | 4.13 unimportant | 3.63 important | 3.75 unimportant | 3.88 important | 3.75 hard to decide | 4.13 important | 4.12 very important | 4.00 unimportant | 4.25 important |
| Postgraduate | 2.00 unimportant | 2.67 important | 2.67 hard to decide | 2.67 unimportant | 3.33 important | 3.67 hard to decide | 3.67 unimportant | 4.33 important | 3.67 unimportant | 3.67 hard to decide | 4.00 important | 4.00 hard to decide | 3.33 unimportant | 4.67 important | 3.33 hard to decide | 3.67 important |
| Total | 3.75 hard to decide | 3.75 important | 3.70 important | 3.00 unimportant | 3.80 hard to decide | 3.55 important | 4.05 important | 4.15 unimportant | 3.85 important | 3.70 unimportant | 3.95 important | 3.90 hard to decide | 3.90 important | 4.00 very important | 3.75 unimportant | 3.85 important |

Source: Survey data gathered on November- January, 2004

Table 5.15: Main tourism purpose of the respondents divided by nationality**The main purpose of traveling to Thailand * Nationality Crosstabulation**

| | | | Nationality | | | | | Total |
|---|--------------------------------|------------|-------------|--------|---------|------------|--------|-------|
| | | | East Asia | Europe | America | South Asia | Africa | |
| The main purpose of traveling to Thailand | Business | Count | | 120 | 100 | 20 | | 240 |
| | | % of Total | | 30.0% | 25.0% | 5.0% | | 60.0% |
| | Visivesiting friends and relat | Count | | 20 | | | | 20 |
| | | % of Total | | 5.0% | | | | 5.0% |
| | Education | Count | | | 40 | 20 | 20 | 80 |
| | | % of Total | | | 10.0% | 5.0% | 5.0% | 20.0% |
| | Meeting/ Seminar | Count | | 20 | | | | 20 |
| | | % of Total | | 5.0% | | | | 5.0% |
| | Holiday/ Vacation | Count | 20 | 20 | | | | 40 |
| | | % of Total | 5.0% | 5.0% | | | | 10.0% |
| Total | Count | 20 | 180 | 140 | 40 | 20 | 400 | |
| | % of Total | 5.0% | 45.0% | 35.0% | 10.0% | 5.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.1, it shows that the main tourism purpose of the respondents divided by nationality is as follows:

Among 400 international tourists, the highest percentages of East Asian tourists have the tourism purpose to take a vacation or holiday. It represented by 20 East Asian tourists or 5.0 percent. Business is tourism purpose of European tourists, which is represented by 120 European tourists or 30.0 percent. Besides, there are the same percentage of European tourists (20 European tourists or 5.0 percent) who have the tourism purpose to visit their friends and relatives, to join a meeting or seminar, and to take a holiday or vacation. For American tourists, the highest percentages of them have the tourism purpose to do business. It represented by 100 American tourists or 25.0 percent. Furthermore, education is another tourism purpose of American tourists that is represented by 40 American tourists or 10.0 percent. For South Asian tourists, the highest percentages of them have the tourism purpose to do business and to study in Thailand. It represented by 20 South Asian tourists or 8.3 percent. For African tourists, the highest percentages of them have the tourism purpose to study in Thailand. It represented by 20 African tourists or 8.3 percent.

Table 5.16: The experience of spa using of the respondents divided by nationality**The frequency time of visiting to Thailand * Nationality Crosstabulation**

| | | | Nationality | | | | | Total |
|--|-------------------|------------|-------------|--------|---------|------------|--------|-------|
| | | | East Asia | Europe | America | South Asia | Africa | |
| The frequency time of visiting to Thailand | 2 times | Count | 20 | | | | | 20 |
| | | % of Total | 5.0% | | | | | 5.0% |
| | 3 times | Count | | 20 | 20 | | 20 | 60 |
| | | % of Total | | 5.0% | 5.0% | | 5.0% | 15.0% |
| | 4 times | Count | | 40 | | | | 40 |
| | | % of Total | | 10.0% | | | | 10.0% |
| | More than 5 times | Count | | 120 | 120 | 40 | | 280 |
| | | % of Total | | 30.0% | 30.0% | 10.0% | | 70.0% |
| Total | Count | 20 | 180 | 140 | 40 | 20 | 400 | |
| | % of Total | 5.0% | 45.0% | 35.0% | 10.0% | 5.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.16, it is shown that the most of respondents who are East Asian tourists have visited Thailand 2 times, represented by 20 respondents or 7.1 percent. For European tourists, most of them have visited Thailand more than 5 times, represented by 120 respondents or 30.0 percent. For American tourists, most of them have visited Thailand more than 5 times, represented by 120 respondents or 30.0 percent. For South Asian tourists, most of them have visited Thailand more than 5 times, represented by 40 respondents or 10.0 percent. For African tourists, most of them have visited Thailand 3 times, represented by 20 respondents or 5.0 percent.

Table 5.17: The experience of spa using of the respondents divided by nationality**The experience of spa using * Nationality Crosstabulation**

| | | | Nationality | | | | | Total |
|-----------------------------|-------------------|------------|-------------|--------|---------|------------|--------|-------|
| | | | East Asia | Europe | America | South Asia | Africa | |
| The experience of spa using | Never | Count | | | 20 | | | 20 |
| | | % of Total | | | 5.0% | | | 5.0% |
| | 1-2 times | Count | | 40 | 20 | 20 | | 80 |
| | | % of Total | | 10.0% | 5.0% | 5.0% | | 20.0% |
| | 3-4 times | Count | 20 | 60 | 60 | 20 | 20 | 180 |
| | | % of Total | 5.0% | 15.0% | 15.0% | 5.0% | 5.0% | 45.0% |
| | More than 4 times | Count | | 80 | 40 | | | 120 |
| | | % of Total | | 20.0% | 10.0% | | | 30.0% |
| Total | Count | 20 | 180 | 140 | 40 | 20 | 400 | |
| | % of Total | 5.0% | 45.0% | 35.0% | 10.0% | 5.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.17 indicates the experience of spa using of the respondents divided by nationality, and it can be seen that most of East Asian tourists (20 or 5.0 percent) have used spa service for 3-4 times. For the most of European tourists, there are 80

respondents or 20.0 percent have used spa service for more than 4 times. For the most of American tourists, there are 60 respondents or 15.0 percent have used spa service for 3-4 times. The most of South Asian tourists, there are 20 respondents or 5.0 percent have used spa service for 1-2 times and 3-4 times. And most of African tourists, there are 20 respondents or 5.0 percent have used spa service for 3-4 times.

Table 5.18: The information source of spa service of the respondents divided by nationality

| Tourist Information sources | East Asia | Europe | America | South Asia | Africa |
|------------------------------------|------------------|---------------|----------------|-------------------|---------------|
| -Friends and relatives | 20 | 80 | 100 | 20 | - |
| -Radio | - | 80 | 80 | 20 | 20 |
| -TV program | - | 40 | 100 | 20 | 20 |
| -Newspaper | 20 | 40 | 80 | 40 | 20 |
| -Magazine | - | 60 | 80 | 20 | - |
| -Guide Book | 20 | 40 | 40 | 20 | - |
| -Travel agent | - | 60 | 40 | 20 | - |
| -Tourist Information Center | 20 | 40 | - | - | - |
| -Internet | 20 | 80 | 60 | 20 | 20 |
| -Tourist brochure | - | 60 | 40 | - | - |
| -Travel exhibition | - | 20 | - | - | - |
| -TAT | - | 80 | - | - | - |

Source: Survey data gathered on November- January, 2004

Table 5.18 indicates the information source of spa service of the respondents divided by nationality, and it can be seen that most of East Asian tourists (20 or 5.0 percent) have received the information about spa service from friends and relatives, radio, TV program, newspaper, guide book, tourist information center, and Internet. For the most of European tourists, there are 80 respondents or 20.0 percent have received the information about spa service from friends and relatives, radio, Internet and TAT. For the most of American tourists, there are 100 respondents or 25.0 percent have received the information about spa service from their friends and relatives, and TV program. The most of South Asian tourists, there are 40 respondents or 10.0 percent have received the information about spa service from Newspaper. And most of African tourists, there are 40 respondents or 10.0 percent have received the information about spa service from radio, TV program, newspaper, and Internet.

Table 5.19: The purpose to use spa service of the respondents divided by nationality**The purpose to use spa service * Nationality Crosstabulation**

| | | | Nationality | | | | | Total |
|--------------------------------|-------------------|------------|-------------|--------|---------|------------|--------|-------|
| | | | East Asia | Europe | America | South Asia | Africa | |
| The purpose to use spa service | Stress-relief | Count | | 60 | 20 | | | 80 |
| | | % of Total | | 15.0% | 5.0% | | | 20.0% |
| | Relaxation | Count | 20 | 20 | 40 | 40 | 20 | 140 |
| | | % of Total | 5.0% | 5.0% | 10.0% | 10.0% | 5.0% | 35.0% |
| | Lose weight | Count | | 40 | 60 | | | 100 |
| | | % of Total | | 10.0% | 15.0% | | | 25.0% |
| | Physical fitness | Count | | 20 | 20 | | | 40 |
| | | % of Total | | 5.0% | 5.0% | | | 10.0% |
| | Spa cuisine | Count | | 20 | | | | 20 |
| | | % of Total | | 5.0% | | | | 5.0% |
| | Holistic wellness | Count | | 20 | | | | 20 |
| | | % of Total | | 5.0% | | | | 5.0% |
| Total | Count | 20 | 180 | 140 | 40 | 20 | 400 | |
| | % of Total | 5.0% | 45.0% | 35.0% | 10.0% | 5.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.19 indicates the purpose to use spa service of the respondents divided by nationality, and it can be seen that most of East Asian tourists (20 or 5.0 percent) have the purpose to be relaxation when they use the spa service. For the most of European tourists, there are 60 respondents or 15.0 percent have the purpose to relieve their stress. For the most of American tourists, there are 60 respondents or 15.0 percent have the purpose to lose weight. Most of South Asian tourists, there are 40 respondents or 10.0 percent have the purpose to be relaxation. And the most of African tourists, there are 20 respondents or 5.0 percent have the purpose to be relaxation.

Table 5.20: The major motive for using spa service of the respondents divided by nationality

| East Asian Mean (max-min) | European Mean (max-min) | American Mean (max-min) | South Asian Mean (max-min) | African Mean (max-min) |
|---------------------------------|----------------------------|----------------------------|-------------------------------|-------------------------------|
| Service (5.00) | Ambience (4.80) | Spa facilities (5.00) | Service (4.86) | Service (5.00) |
| Location (4.90) | Amenities (4.50) | Ambience (4.80) | Location (4.80) | Location (4.80) |
| Safety and security (4.80) | Therapist (4.30) | Therapist (4.70) | Amenities (4.70) | Safety and security (4.70) |
| Reasonable price (4.75) | Service (4.20) | Amenities (4.50) | Reputation (4.65) | Reasonable price (4.50) |
| Reputation (4.65) | Spa facilities (4.15) | Service (4.45) | Therapist (4.50) | Reputation |

| | | | | |
|-----------------------|----------------------------|----------------------------|----------------------------|-----------------------|
| | | | | (4.45) |
| Accessibility (4.55) | Location (4.00) | Location (4.30) | Reasonable price (4.45) | Accessibility (4.00) |
| Amenities (4.50) | Reasonable price (3.95) | Reasonable price (4.25) | Ambience (4.40) | Amenities (3.90) |
| Ambience (4.45) | Safety and security (3.90) | Reputation (4.15) | Safety and security (4.35) | Ambience (3.70) |
| Spa facilities (4.40) | Reputation (3.50) | Safety and security (3.90) | Accessibility (4.00) | Spa facilities (3.50) |
| Therapist (4.30) | Accessibility (3.40) | Accessibility (3.80) | Spa facilities (3.85) | Therapist (3.30) |

Source: Survey data gathered on November- January, 2004

Table 5.20 indicates the major motive for using spa service of the respondents divided by nationality, it can be seen that East Asian tourists have rated the major motive for using spa service as respectfully: service, location, safety and security, reasonable price, reputation, accessibility, amenities, ambience, spa facilities, and therapist. For the European tourists, the major motives for using spa service are as respectfully: ambience, amenities, therapist, service, spa facilities, location, reasonable price, safety and security, reputation, and accessibility. For the American tourists, the major motives for using spa service are as respectfully: spa facilities, ambience, therapist, amenities, service, location, reasonable price, reputation, safety and security, and accessibility. For South Asian tourists, the major motives for using spa service are as respectfully: service, location, amenities, reputation, therapists, reasonable price, ambience, safety and security, accessibility, and spa facilities. And African tourists, the major motives for using spa service are as respectfully: service, location, safety and security, reasonable price, reputation, accessibilities, amenities, ambience, spa facilities, and therapists.

Table 5.21: The expectation of payment for using spa service of the respondents divided by nationality

The expectation to pay for using spa service * Nationality Crosstabulation

| | | | Nationality | | | | | Total |
|--|-----------------|------------|-------------|--------|---------|------------|--------|--------|
| | | | East Asia | Europe | America | South Asia | Africa | |
| The expectation to pay for using spa service | Less than 1,000 | Count | 20 | | 20 | | | 40 |
| | | % of Total | 5.0% | | 5.0% | | | 10.0% |
| | 1,001- 2,000 | Count | | 40 | | | 20 | 60 |
| | | % of Total | | 10.0% | | | 5.0% | 15.0% |
| | 2,001-3,000 | Count | | 60 | 100 | 40 | | 200 |
| | | % of Total | | 15.0% | 25.0% | 10.0% | | 50.0% |
| | 3,001-4,000 | Count | | 60 | | | | 60 |
| | | % of Total | | 15.0% | | | | 15.0% |
| | 4,001-5,000 | Count | | | 20 | | | 20 |
| | | % of Total | | | 5.0% | | | 5.0% |
| | More than 5,000 | Count | | 20 | | | | 20 |
| | | % of Total | | 5.0% | | | | 5.0% |
| Total | | Count | 20 | 180 | 140 | 40 | 20 | 400 |
| | | % of Total | 5.0% | 45.0% | 35.0% | 10.0% | 5.0% | 100.0% |

Source: Survey data gathered on November- January, 2004

Table 5.21 indicates the expectation of payment for using spa service of the respondents divided by nationality, it can be seen that most of East Asian tourists (20 or 5.0 percent), would like to pay for using spa service about less than 1,000 baht. For European tourists, most of them would like to pay for using spa service about 2,001-3,000 baht and 3,001-4,000 baht, represented by 60 respondents or 15.0 percent. For American tourists, most of them would like to pay for using spa service about 2,001-3,000 baht, represented by 100 respondents or 25.0 percent. For South Asian tourists, most of them would like to pay for using spa service about 2,001-3,000 baht, represented by 40 respondents or 10.0 percent. And African tourists, most of them would like to pay for using spa service about 1,001-2,000 baht, represented by 20 respondents or 5.0 percent.

Table 5.22: The most favorite spa facilities of the respondents divided by nationality

| Nationality | | | | |
|---------------------------------|----------------------------|--|---|------------------------------|
| East Asian Mean (max-min) | European Mean (max-min) | American Mean (max-min) | South Asian Mean (max-min) | African Mean (max-min) |
| Herbal steam room (5.0) | Saunas (5.0) | Sliming and muscle toning machines (5.0) | Sliming and muscle toning machines (4.90) | Herbal steam room (5.0) |
| Mineral baths | Hydrotherapy | Mineral baths | Mineral baths | Saunas (4.85) |

| | | | | |
|------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| (4.90) | (4.95) | (4.90) | (4.75) | |
| Mud wraps (4.80) | Fitness studio (4.85) | Hydrotherapy (4.70) | Floral bath (4.60) | Wet treatment room (4.60) |
| Hydrotherapy (4.60) | Relaxation area (4.70) | Dry treatment room (4.50) | Dry treatment room (4.00) | Hydrotherapy (4.50) |
| Relaxation area (4.55) | Hairdressing salon (3.91) | Relaxation area (4.35) | Hairdressing salon (3.90) | Relaxation area (4.20) |

Source: Survey data gathered on November- January, 2004

Table 5.22: indicates the most favorite spa facilities of the respondents divided by nationality, it can be seen that East Asian tourists have rated the most favorite spa facilities as respectfully: herbal steam room, mineral baths, mud wraps, hydrotherapy, and relaxation area. For European tourists, the most favorite spa facilities are as respectfully: saunas, hydrotherapy, fitness studio, relaxation area and hairdressing salon. For American tourists, the most favorite spa facilities are as respectfully: sliming and muscle toning machines, mineral baths, hydrotherapy, dry treatment room, and relaxation area. For South Asian tourists, the most favorite spa facilities are as respectfully: sliming and muscle toning machines, mineral baths, floral bath, dry treatment, and hairdressing salon. And for African tourists, the most favorite spa facilities are as respectfully: herbal stream room, saunas, wet treatment room, hydrotherapy, and relaxation area.

Table 5.23: The most favorite spa activities of the respondents divided by nationality

| Nationality | | | | |
|----------------------------------|----------------------------------|-------------------------------|----------------------------------|----------------------------------|
| East Asian Mean (max-min) | European Mean (max-min) | American Mean (max-min) | South Asian Mean (max-min) | African Mean (max-min) |
| Body massage (5.0) | Hydrotherapy (5.0) | Body massage (5.0) | Body massage (5.0) | Hydrotherapy (5.0) |
| Stress management (4.90) | Acupuncture (4.85) | Aromatherapy (4.85) | Facial massage (4.95) | Aromatherapy (4.85) |
| Detoxification (4.70) | A salon for hair and nail (4.50) | Detoxification (4.70) | Yoga (4.70) | A salon for hair and nail (4.60) |
| A salon for hair and nail (4.30) | Meditation (4.00) | Body wraps and scrubs (4.50) | Detoxification (4.50) | Meditation (4.30) |
| Meditation (4.00) | Yoga (3.85) | Facial massage (4.00) | Body wraps and scrubs (4.30) | Yoga (4.00) |

Source: Survey data gathered on November- January, 2004

Table 5.23: indicates the most favorite spa activities of the respondents divided by nationality, it can be seen that Asian tourists have rated the most favorite spa activities as respectfully: body massage, stress management, detoxification, a salon for hair and nail, and meditation. For European tourists, the most favorite spa activities are as respectfully: hydrotherapy, acupuncture, a salon for hair and nail, meditation, and yoga. For American tourists, the most favorite spa activities are as respectfully: body massage, aromatherapy, detoxification, body wraps and scrubs, and facial massage. For South Asian tourists, the most favorite spa activities are as respectfully: body massage, facial massage, yoga, detoxification, and body wraps and scrubs. And African tourists, the most favorite spa activities are as respectfully: hydrotherapy, aromatherapy, a salon for hair and nail, meditation, and yoga.

Table 5.24: The most favorite product brand of spa of the respondents divided by nationality

| Nationality | | | | |
|---------------------------------|-------------------------------|-------------------------------|----------------------------------|------------------------------|
| East Asian Mean (max-min) | European Mean (max-min) | American Mean (max-min) | South Asian Mean (max-min) | African Mean (max-min) |
| Jurlique (5.0) | Dr Spiller (5.0) | Jurlique (5.0) | Decleor (5.0) | Dr Spiller (4.70) |
| Thago (4.90) | Clinique (4.90) | Dr Spiller (4.85) | Dr Spiller (4.70) | Clinique (4.50) |
| Clinique (4.80) | Decleor (4.80) | Clinique (4.70) | Clinique (4.50) | Jamjan, (4.45) |
| Jamjan (4.75) | Jamjan (4.50) | Jamjan (4.50) | Jamjan, (4.45) | Loreal (4.35) |
| Loreal (4.50) | Loreal (4.35) | Hanako (4.25) | Hanako (4.35) | Hanako (4.25) |

Source: Survey data gathered on November- January, 2004

Table 5.24: indicates the most favorite product brand of spa of the respondents divided by nationality, it can be seen that East Asian tourists have rated the most favorite product brand of spa as respectfully: Jurlique, Thago, Clinique, Jamjan, and Loreal. For European tourists, the most favorite product brands of spa are as respectfully: Dr Spiller, Clinique, Decleor, Jamjan, and Loreal,. For American tourists, the most favorite product brands of spa are as respectfully: Jurlique, Dr Spiller, Clinique, Jamjan, and Hanako. For South Asian tourists, the most favorite product brands of spa are as respectfully: Decleor, Dr Spiller, Clinique, Jamjan, and Hanako.

And for African tourists, the most favorite product brands of spa are as respectfully: Dr Spiller, Clinique, Jamjan, Loreal, and Hanako.

Table 5.25: The expectation for using spa service of the respondents divided by nationality

Table 5.25: indicates the expectation for using spa service of the respondents divided by nationality, it can be seen that the spa service attribute that East Asian tourists have expected they are very important for using spa service consist of hygiene and cleanliness (mean = 5.00) and the willingness to provide spa service (mean = 5.00). For European tourists, they think that reasonable price of spa service (mean = 3.44), skills of staff in providing spa service (mean = 4.33), separate men's and women's facility area (mean = 3.67), hygiene and cleanliness (mean = 4.11), room decoration and comfort (mean = 3.67), safety and security (mean = 4.00), the variety of spa service (mean = 4.11), and foreign language ability of staff (mean = 3.78) are very important spa service attribute for using spa service. For American tourists, they have expected about to the skills of staff in providing spa service (mean = 3.43) reasonable price of spa service (mean = 4.29), skills of staff in providing spa service (mean = 3.86), separate men's and women's facility area (mean = 4.14), hygiene and cleanliness (mean = 3.86), safety and security (mean = 4.00), the variety of spa service (mean = 4.14), and foreign language ability of staff (mean = 4.14) are very important spa service attribute for using spa service. For South Asian tourists, they have expected about the skills of staff in providing spa service (mean = 4.50), separate men's and women's facility area (mean = 4.00), safety and security (mean = 4.50) are very important spa service attribute for using spa service. For African tourists, they have expected about reasonable price of spa service (mean = 5.00), the skills of staff in providing spa service (mean = 5.00), and foreign language ability of staff (5.00) are very important spa service attribute for using spa service.

Table 5.25: The expectation for using spa service of the respondents divided by nationality

Report

| Nationality | Spa service attribute (Reasonable price of spa service) | Spa service attribute (Skills of staff in providing spa service) | Spa service attribute (Separate men's and women's facility area) | Spa service attribute (Hygiene and cleanliness) | Spa service attribute (Room decoration and comfort) | Spa service attribute (Safety and security) | Spa service attribute (The variety of spa service) | Spa service attribute (Foreign language ability of staff) | Spa service attribute (Quality of spa service) |
|-------------|---|--|--|---|---|---|--|---|--|
| East Asia | Mean First | 1.00 very unimportant | 4.00 important | 2.00 unimportant | 5.00 very important | 4.00 important | 4.00 important | 4.00 important | 4.00 important |
| Europe | Mean First | 3.44 unimportant | 4.33 important | 3.67 important | 4.11 important | 3.67 important | 4.00 important | 3.78 important | 4.56 important |
| America | Mean First | 3.43 unimportant | 4.29 hard to decide | 3.86 important | 4.14 important | 3.86 important | 4.00 important | 4.14 very important | 4.57 very important |
| South Asia | Mean First | 3.50 important | 4.50 very important | 4.00 very important | 3.50 important | 4.50 very important | 3.50 important | 3.00 important | 3.50 important |
| Africa | Mean First | 5.00 very important | 5.00 very important | 3.00 hard to decide | 2.00 unimportant | 3.00 hard to decide | 4.00 important | 5.00 very important | 5.00 very important |
| Total | Mean First | 3.40 unimportant | 4.35 important | 3.65 important | 4.00 important | 3.75 important | 4.05 important | 3.90 important | 4.45 important |

Source: Survey data gathered on November- January, 2004

Table 5.26: The expectation to the service of personal spa for using spa service of the respondents divided by nationality

Report

| | | The service of personal spa (Willingness to provide spa service) | The service of personal spa (Skills in providing spa service) | The service of personal spa (Friendliness to guests) | The service of personal spa (Support for special guest needs) | The service of personal spa (Knowledge about spa service) | The service of personal spa (At least 2 years experience in spa service) | The service of personal spa (At least certified graduation in health service) | The service of personal spa (Foreign language ability) | The service of personal spa (Efficiency and accuracy in service) | The service of personal spa (Personal appearance) | The service of personal spa (Spa service quality) |
|-------------|-----------|--|---|--|---|---|--|---|--|--|---|---|
| Nationality | East Asia | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 | 4.00 | 4.00 | 5.00 | 5.00 | 5.00 |
| | Mean | very important | very important | very important | very important | very important | very important | important | important | very important | very important | very important |
| Europe | Mean | 4.00 | 4.11 | 3.89 | 3.22 | 3.78 | 3.78 | 3.67 | 3.56 | 3.89 | 3.67 | 4.44 |
| | First | important | important | unimportant | important | important | important | important | important | unimportant | important | important |
| America | Mean | 4.00 | 4.43 | 3.57 | 3.86 | 4.14 | 3.43 | 3.43 | 4.14 | 4.43 | 4.14 | 4.43 |
| | First | important | important | important | important | important | important | important | important | important | important | hard to decide |
| South Asia | Mean | 4.00 | 4.50 | 4.00 | 3.00 | 4.00 | 4.00 | 3.00 | 3.50 | 4.00 | 3.50 | 3.50 |
| | First | very important | very important | very important | important | important | very important | important | important | very important | hard to decide | important |
| Africa | Mean | 3.00 | 4.00 | 4.00 | 5.00 | 5.00 | 3.00 | 5.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| | First | hard to decide | important | important | very important | very important | hard to decide | very important | hard to decide | important | important | important |
| Total | Mean | 4.00 | 4.30 | 3.85 | 3.60 | 4.05 | 3.70 | 3.60 | 3.75 | 4.15 | 3.90 | 4.35 |
| | First | important | important | unimportant | important | important | important | important | important | unimportant | important | important |

Source: Survey data gathered on November- January, 2004

Table 5.26: indicates the expectation to the service of personal spa for using spa service of the respondents divided by nationality, it can be seen that East Asian tourists have expected that these personal spa service attributes including skills in providing spa service (mean = 5.00), the friendliness to guests (mean = 5.00), to support for special guest's needs (mean = 5.00), the knowledge about spa service (mean = 5.00), at least 2 years experience in spa service (mean = 5.00), the efficiency and accuracy in service (mean = 5.00), personal appearance (mean = 5.00), and the spa service quality (mean = 5.00). For European tourists, they have expected that these personal spa service attributes including skills in providing spa service (mean = 4.11), the friendliness to guests (mean = 3.89), the knowledge about spa service (mean = 3.78), at least 2 years experience in spa service (mean = 3.78), at least certificated graduation in health service (mean = 3.67), the foreign language ability (mean = 3.56), the efficiency and accuracy in service (mean = 3.89), personal appearance (mean = 3.67), and the spa service quality (mean = 4.44). For American tourists, they have expected that these personal spa service attributes including skills in providing spa service (mean = 4.43), the friendliness to guests (mean = 3.57), to support for special guest's needs (3.86), the knowledge about spa service (mean = 4.14), the foreign language ability (mean = 4.14), the efficiency and accuracy in service (mean = 4.43), personal appearance (mean = 4.14), and the spa service quality (mean = 4.43). For South Asian tourists, they have expected that these personal spa service attributes including skills in providing spa service (mean = 4.50), the friendliness to guests (mean = 4.00), at least 2 years experience in spa service (mean = 4.00), the efficiency and accuracy in service (mean = 4.00). For African tourists, they have expected that these personal spa service attributes including support for special guest's needs (mean = 5.00), the knowledge about spa service (mean = 5.00), and at least certificated graduation in health service (mean = 5.00).

Table 5.27: The expectation to spa location of the respondents divided by nationality

Report

| Nationality | The spa location attribute (The place of spa service is easy to find) | The spa location attribute (The place of spa service is a safe place) | The spa location attribute (The entrances of spa service are easy to access) | The spa location attribute (The place of spa service is obviously separated from other businesses) | The spa location attribute (Enough parking space) | The spa location attribute (The place of spa service is a private place for individual) | The spa location attribute (The sufficient light system for spa service) | The spa location attribute (The sufficient ventilation system) | The spa location attribute (The sanitation of waste elimination system) | The spa location attribute (The decoration of spa place is suitable) | The spa location attribute (The service is non-smoking and non alcohol area) | The spa location attribute (The price and type of spa service are informed on a board) |
|-------------|---|---|--|--|---|---|--|--|---|--|--|--|
| East Asia | Mean First | 4.00 important | 4.00 important | 5.00 very important | 4.00 important | 5.00 very important | 5.00 very important | 4.00 important | 5.00 very important | 5.00 very important | 5.00 very important | 4.00 important |
| Europe | Mean First | 3.56 very important | 3.89 important | 3.78 important | 3.22 important | 4.00 important | 3.78 unimportant | 3.89 important | 4.11 important | 4.22 important | 3.89 unimportant | 4.22 important |
| America | Mean First | 3.86 important | 4.14 important | 3.86 important | 3.86 important | 4.29 important | 3.71 important | 3.71 important | 3.71 important | 4.00 important | 3.86 important | 3.86 important |
| South Asia | Mean First | 3.50 important | 3.00 hard to decide | 4.00 important | 3.50 important | 4.00 important | 3.50 very important | 4.00 very important | 4.00 important | 3.50 important | 3.50 very important | 4.00 important |
| Africa | Mean First | 5.00 very important | 4.00 important | 4.00 important | 5.00 very important | 5.00 very important | 4.00 important | 4.00 important | 5.00 very important | 5.00 very important | 4.00 important | 5.00 very important |
| Total | Mean First | 3.75 very important | 3.90 important | 3.90 important | 3.50 important | 4.20 important | 3.80 unimportant | 3.85 important | 4.05 important | 4.15 important | 3.90 unimportant | 4.10 important |

Source: Survey data gathered on November- January, 2004

Table 5.27: indicates the expectation to spa location of the respondents divided by nationality, it can be seen that East Asian tourists have expected these following spa location attributes are very important for using spa service in Bangkok: the entrance of spa service are easy to access (mean = 5.00), the place of spa service is obviously separated from other businesses (mean = 5.00), the place of spa service is a private place for individual (mean = 5.00), the sufficient light system for spa service (mean = 5.00), the sanitation of waste elimination system (mean = 5.00), the decoration of spa place is suitable (mean = 5.00), and the area of spa service is non smoking and non alcohol area. For European tourists, they have expected these following spa location attributes are very important for using spa service in Bangkok: the place of spa service is easy to find (mean = 3.56), the place of spa service is a safe place (3.89), the entrance of spa service are easy to access (mean = 3.78), the place of spa service is obviously separated from other businesses (mean = 3.67), the place of spa service is a private place for individual (mean = 4.00), the sufficient light system for spa service (mean = 3.78), the sufficient ventilation system (mean = 3.89), the sanitation of waste elimination system (mean = 4.11), the decoration of spa place is suitable (mean = 4.22), the area of spa service is non smoking and non alcohol area (mean = 3.89), and the price and type of spa service are informed on a board (mean = 4.22). For American tourists, they have expected these following spa location attributes are very important for using spa service in Bangkok: the place of spa service is easy to find (mean = 3.86), the place of spa service is a safe place (4.14), the entrance of spa service are easy to access (mean = 3.86), the place of spa service is obviously separated from other businesses (mean = 3.86), enough parking space (3.86), the place of spa service is a private place for individual (mean = 4.29), the sufficient ventilation system (mean = 3.71), the sanitation of waste elimination system (mean = 3.71), the decoration of spa place is suitable (mean = 4.00), and the area of spa service is non smoking and non alcohol area (mean = 3.86). For South Asian tourists, they have expected these following spa location attributes are very important for using spa service in Bangkok: the place of spa service is easy to find (mean = 5.00), the place of spa service is obviously separated from other businesses (mean = 5.00), the sufficient light system for spa service (mean = 3.50), the sufficient ventilation system (mean = 4.00), and the area of spa service is non smoking and non alcohol area (mean = 3.50). For African tourists, they have expected these following spa location attributes are very important for using spa service in Bangkok: the place

of spa service is easy to find (mean = 3.75), the place of spa service is a safe place (3.90), the entrance of spa service are easy to access (mean = 3.90), the place of spa service is obviously separated from other businesses (mean = 3.90), enough parking space (3.00), the place of spa service is a private place for individual (mean = 5.00), the sanitation of waste elimination system (mean = 5.00), the decoration of spa place is suitable (mean = 5.00), and the price and type of spa service are informed on a board (mean = 5.00).

Table 5.28: The expectation to safe standard of spa service of the respondents divided by nationality

Table 5.28: indicates the expectation to safe standard of spa service of the respondents divided by nationality, it can be seen that East Asian tourists have expected these following safe standard of spa service are very important for using spa service in Bangkok: the first aid kits are ready to use (mean = 5.00), the skills and knowledge of staff in using special product and equipment (mean = 5.00), sanitized, clean, uncluttered working surfaces (mean = 5.00), and for any tools or implement breaking the surface of skin a disposable tool is recommended (mean = 5.00). For European tourists, they have expected these following safe standard of spa service are very important for using spa service in Bangkok: the clock is easy to see in order to set the time of using spa equipment (mean = 3.00). For American tourists, they have expected these following safe standards of spa service are very important for using spa service in Bangkok: the clock is easy to see in order to set the time of using spa equipment (mean = 2.71). For South Asian tourists, they have expected these following safe standards of spa service are important for using spa service in Bangkok: the skills and knowledge of staff in using special product and equipment (mean = 4.00), the clock is easy to see in order to set the time of using spa equipment (mean = 4.00), sealed containers for implements like cotton balls and facial pads (mean = 4.50), and implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.50). For African tourists, they have expected these following safe standards of spa service are important for using spa service in Bangkok: the first aid kits are ready to use (mean = 5.00), the warning signs are presented in the risk areas (mean = 5.00), the skills and knowledge of staff in using special product and equipment (mean = 5.00), clean, unused linens and spa wear (mean = 5.00), and sanitized, clean, uncluttered working surfaces (5.00).

Table 5.28: The expectation to safe standard of spa service of the respondents divided by nationality

Report

| Nationality | The safe standard of spa service (The first aid kits are ready to use) | The safe standard of spa service (The warning signs are presented in the risk areas) | The safe standard of spa service (The skills and knowledge of staff in using special product and equipment) | The safe standard of spa service (The clock is easy to see in order to set the time of using spa equipment) | The safe standard of spa service (The automatic thermometers are set in the thermal rooms) | The safe standard of spa service (To monitor and control the quality of water in spa service) | The safe standard of spa service (Clean, unused linens and spa wear) | The safe standard of spa service (Sanitized, clean, uncluttered working surfaces) | The safe standard of spa service (Sealed containers for implements like cotton balls and facial pads) |
|--------------------------|--|--|---|---|--|---|--|---|---|
| East Asia Mean First | 5.00 very important | 4.00 important | 5.00 very important | 2.00 unimportant | 2.00 unimportant | 4.00 important | 4.00 important | 5.00 very important | 2.00 unimportant |
| Europe Mean First | 3.56 hard to decide | 3.44 important | 3.56 important | 3.11 unimportant | 3.89 hard to decide | 3.89 important | 4.33 important | 4.22 unimportant | 4.22 important |
| America Mean First | 3.86 very important | 4.00 important | 3.43 important | 2.71 hard to decide | 4.00 important | 3.00 important | 3.71 very important | 4.00 important | 3.43 important |
| South Asia Mean First | 3.00 hard to decide | 3.50 important | 4.00 important | 4.00 important | 3.50 very important | 3.50 important | 3.50 very important | 3.50 very important | 4.50 very important |
| Africa Mean First | 5.00 very important | 5.00 very important | 5.00 very important | 3.00 hard to decide | 4.00 important | 4.00 important | 5.00 very important | 5.00 very important | 4.00 important |
| Total Mean First | 3.75 hard to decide | 3.75 important | 3.70 important | 3.00 unimportant | 3.80 hard to decide | 3.55 important | 4.05 important | 4.15 unimportant | 3.85 important |

Source: Survey data gathered on November- January, 2004

Table 5.28: The expectation to safe standard of spa service of the respondents divided by nationality (Continue)

Report

| | The safe standard of spa service (Professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface) | The safe standard of spa service (For any tools or implement breaking the surface of the skin a disposable tool is recommended) | The safe standard of spa service (Impplements must be cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave) | The safe standard of spa service (Technicians must have freshly washed and dried hands or have surgical gloves on during spa treatment) | The safe standard of spa service (Waste receptacles and laundry bins must be sealed and covered) | The safe standard of spa service (Tools and products must be clearly labeled and safety stored) | The safe standard of spa service (To set of the fire caution system) |
|-------------|---|---|---|---|--|---|--|
| Nationality | | | | | | | |
| East Asia | Mean First | 4.00 important | 5.00 very important | 4.00 important | 5.00 very important | 4.00 important | 5.00 very important |
| Europe | Mean First | 3.89 unimportant | 4.22 important | 3.89 hard to decide | 4.44 very important | 3.89 unimportant | 4.11 important |
| America | Mean First | 3.43 hard to decide | 3.86 important | 3.71 important | 3.43 hard to decide | 3.29 hard to decide | 3.43 unimportant |
| South Asia | Mean First | 3.50 important | 3.00 important | 4.50 very important | 3.00 important | 4.00 important | 3.00 important |
| Africa | Mean First | 4.00 important | 3.00 hard to decide | 4.00 important | 4.00 important | 5.00 very important | 5.00 very important |
| Total | Mean First | 3.70 unimportant | 3.95 important | 3.90 hard to decide | 3.90 important | 3.75 unimportant | 3.85 important |

Source: Survey data gathered on November- January, 2004

Table 5.29: Main tourism purpose of the respondents divided by income**The main purpose of traveling to Thailand * Income Crosstabulation**

| | | | Income | | | | | | Total |
|---|--------------------------------|------------|-----------------|---------------|---------------|---------------|---------------|------------------|--------|
| | | | Less than 5,000 | 15,001-20,000 | 20,001-25,000 | 25,001-30,000 | 30,001-35,000 | More than 35,001 | |
| The main purpose of traveling to Thailand | Business | Count | 20 | | 40 | 40 | | 140 | 240 |
| | | % of Total | 5.0% | | 10.0% | 10.0% | | 35.0% | 60.0% |
| | Visitesiting friends and relat | Count | | | 20 | | | | 20 |
| | | % of Total | | | 5.0% | | | | 5.0% |
| | Education | Count | 20 | | 60 | | | | 80 |
| | | % of Total | 5.0% | | 15.0% | | | | 20.0% |
| | Meeting/ Seminar | Count | | | 20 | | | | 20 |
| | | % of Total | | | 5.0% | | | | 5.0% |
| | Holiday/ Vacation | Count | | 20 | | | 20 | | 40 |
| | | % of Total | | 5.0% | | | 5.0% | | 10.0% |
| Total | | Count | 40 | 20 | 140 | 40 | 20 | 140 | 400 |
| | | % of Total | 10.0% | 5.0% | 35.0% | 10.0% | 5.0% | 35.0% | 100.0% |

Source: Survey data gathered on November- January, 2004

Table 5.29, it shows that the main tourism purpose of the respondents divided by income are as follows:

Among 400 international tourists, the highest percentages of international tourists who earn income less than 5,000 dollar per year have the tourism purpose to do the business and to study in Thailand. It represented by 20 international tourists or 5.0 percent. Holiday taking is a tourism purpose of international tourists who earn income between 15,000-20,000 dollar per year. It represented by 20 international tourists or 5.0 percent. The highest percentages of international tourists who earn income between 20,001-25,000 dollar per year have a tourism purpose to study in Thailand. It represented by 60 international tourists or 15 percent. The highest percentages of international tourists who earn income between 25,001-30,000 dollar per year have a tourism purpose to do business. It represented by 40 bachelor tourists or 10.0 percent. For the international tourists who earn income between 30,001-35,000 dollar per year have a tourism purpose to take a vacation or holiday in Thailand. It represented by 20 international tourists or 5.0 percent. And the international tourists who earn income more than 35,001 dollar per year also have a tourism purpose to do a business in Thailand. It represented by 140 international tourists or 35 percent.

Table 5.30: The experience of spa using of the respondents divided by income**The frequency time of visiting to Thailand * Income Crosstabulation**

| | | | Income | | | | | | Total |
|--|-------------------|------------|-----------------|---------------|---------------|---------------|---------------|------------------|-------|
| | | | Less than 5,000 | 15,001-20,000 | 20,001-25,000 | 25,001-30,000 | 30,001-35,000 | More than 35,001 | |
| The frequency time of visiting to Thailand | 2 times | Count | | 20 | | | | | 20 |
| | | % of Total | | 5.0% | | | | | 5.0% |
| | 3 times | Count | | | 40 | | | 20 | 60 |
| | | % of Total | | | 10.0% | | | 5.0% | 15.0% |
| | 4 times | Count | 20 | | | | 20 | | 40 |
| | | % of Total | 5.0% | | | | 5.0% | | 10.0% |
| | More than 5 times | Count | 20 | | 100 | 40 | | 120 | 280 |
| | | % of Total | 5.0% | | 25.0% | 10.0% | | 30.0% | 70.0% |
| Total | Count | 40 | 20 | 140 | 40 | 20 | 140 | 400 | |
| | % of Total | 10.0% | 5.0% | 35.0% | 10.0% | 5.0% | 35.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.30, it shows that the experience of spa using of the international tourists divided by income

Among 400 international tourists, the highest percentages of international tourists who earn income less than 5,000 dollar per year have been to Thailand for 2 times and more than 5 times. It represented by 20 international tourists or 5.0 percent. For the international tourists who earn income between 15,000-20,000 dollar per year have been to Thailand for 2 times. It represented by 20 international tourists or 5.0 percent. The highest percentages of international tourists who earn income between 20,001-25,000 dollar per year have been to Thailand for more than 5 times. It represented by 100 international tourists or 25 percent. The highest percentages of international tourists who earn income between 25,001-30,000 dollar per year have been to Thailand for more than 5 times. It represented by 40 bachelor tourists or 10.0 percent. For the international tourists who earn income between 30,001-35,000 dollar per year have been to Thailand for 4 times . It represented by 20 international tourists or 5.0 percent. And the international tourists who earn income more than 35,001 dollar per year have been to Thailand for more than 5 times. It represented by 120 international tourists or 30.0 percent.

Table 5.31: The experience of spa using of the respondents divided by income**The experience of spa using * Income Crosstabulation**

| | | | Income | | | | | | Total |
|--------------------------------|-------------------|------------|--------------------|-------------------|-------------------|-------------------|-------------------|---------------------|-------|
| | | | Less than 5,000 | 15,001-2 0,000 | 20,001-2 5,000 | 25,001-3 0,000 | 30,001-3 5,000 | More than 35,001 | |
| The experience of spa using | Never | Count | | | | | | 20 | 20 |
| | | % of Total | | | | | | 5.0% | 5.0% |
| | 1-2 times | Count | | | 60 | | | 20 | 80 |
| | | % of Total | | | 15.0% | | | 5.0% | 20.0% |
| | 3-4 times | Count | | 20 | 60 | 40 | 20 | 40 | 180 |
| | | % of Total | | 5.0% | 15.0% | 10.0% | 5.0% | 10.0% | 45.0% |
| | More than 4 times | Count | 40 | | 20 | | | 60 | 120 |
| | | % of Total | 10.0% | | 5.0% | | | 15.0% | 30.0% |
| Total | Count | 40 | 20 | 140 | 40 | 20 | 140 | 400 | |
| | % of Total | 10.0% | 5.0% | 35.0% | 10.0% | 5.0% | 35.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.31 indicates the experience of spa using of the respondents divided by income, it can be seen that most of international tourists who earn income less than 5,000 dollar per year have used spa service in Thailand for more than 4 times. It represented by 40 international tourists or 10.0 percent. For the international tourists who earn income between 15,000-20,000 dollar per year have used spa service in Thailand for 3-4 times. It represented by 20 international tourists or 5.0 percent. The most percentages of international tourists who earn income between 20,001-25,000 dollar per year have used spa service in Thailand for 1-2 times and 3-4 times. It represented by 60 international tourists or 15 percent. For international tourists who earn income between 25,001-30,000 dollar per year have used spa service in Thailand for 3-4 times. It represented by 40 bachelor tourists or 10.0 percent. For the international tourists who earn income between 30,001-35,000 dollar per year have used spa service in Thailand for 3-4 times. It represented by 20 international tourists or 5.0 percent. And the international tourists who earn income more than 35,001 dollar per year have used spa service in Thailand for more than 4 times. It represented by 120 international tourists or 30.0 percent.

Table 5.32: The information source of spa service of the respondents divided by income

| Tourist Information sources | Less than 5,000 | 5,000- 10,000 | 10,001- 15,000 | 15,001- 20,000 | 20,001- 25,000 | 25,001- 30,000 | 30,001- 35,000 | More than 35,001 |
|--------------------------------|--------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------|
| -Friends and relatives | 20 | - | - | 20 | 80 | 40 | - | 60 |
| -Radio | 20 | - | - | - | 80 | 20 | 20 | 60 |
| -TV program | 20 | - | - | - | 80 | 20 | - | 60 |

| | | | | | | | | |
|-----------------------------|----|---|----|----|----|----|----|----|
| -Newspaper | - | - | - | 20 | 80 | 20 | - | 80 |
| -Magazine | 20 | - | - | - | 40 | 20 | - | 80 |
| -Guide Book | - | - | 20 | - | 60 | - | - | 40 |
| -Travel agent | 20 | - | - | - | 40 | 20 | 20 | 20 |
| -Tourist Information Center | - | - | - | 20 | - | 20 | 20 | - |
| -Internet | 20 | - | - | 20 | 80 | - | - | 80 |
| -Tourist brochure | - | - | - | - | 40 | 20 | - | 40 |
| -Travel exhibition | - | - | - | - | - | - | 20 | - |
| -TAT | - | - | - | - | 20 | 20 | 20 | 20 |

Source: Survey data gathered on November- January, 2004

Table 5.32 indicates the information source of spa service of the respondents divided by income, it can be seen that most of international tourists who earn income less than 5,000 dollar per year have received the information about spa service from friends and relatives, radio, TV program, magazine, travel agent, and Internet. For the most of international tourists who earn income between 15,001- 20,000 dollar per year have received the information about spa service from friends and relatives, newspaper, guide book, tourist information center, and Internet. For the most of international tourists who earn income between 20,001- 25,000 dollar per year have received the information about spa service from their friends and relatives, radio, TV program, newspaper, magazines, guide book, travel agent, Internet, tourist brochure, and TAT. For international tourists who earn income between 25,001- 30,000 dollar per year have received the information about spa service from their friends and relatives, radio, TV program, newspaper, magazines, travel agent, tourist information center, tourist brochure, and TAT. For international tourists who earn income between 30,001- 35,000 dollar per year have received the information about spa service from radio, travel agent, tourist information center, travel exhibition, and TAT. And for international tourists who earn income more than 35,001 dollar per year have received the information about spa service from their friends and relatives, radio, TV program, newspaper, magazines, guide book, travel agent, Internet, tourist brochure, and TAT.

Table 5.33: The purpose to use spa service of the respondents divided by income**The purpose to use spa service * Income Crosstabulation**

| | | | Income | | | | | | Total |
|--------------------------------|-------------------|------------|-----------------|---------------|---------------|---------------|---------------|------------------|--------|
| | | | Less than 5,000 | 15,001-20,000 | 20,001-25,000 | 25,001-30,000 | 30,001-35,000 | More than 35,001 | |
| The purpose to use spa service | Stress-relief | Count | | | | 20 | | 60 | 80 |
| | | % of Total | | | | 5.0% | | 15.0% | 20.0% |
| | Relaxation | Count | | 20 | 80 | 20 | | 20 | 140 |
| | | % of Total | | 5.0% | 20.0% | 5.0% | | 5.0% | 35.0% |
| | Lose weight | Count | 40 | | 40 | | | 20 | 100 |
| | | % of Total | 10.0% | | 10.0% | | | 5.0% | 25.0% |
| | Physical fitness | Count | | | | | | 40 | 40 |
| Total | | % of Total | | | | | | 10.0% | 10.0% |
| | Spa cuisine | Count | | | | | 20 | | 20 |
| | | % of Total | | | | | 5.0% | | 5.0% |
| | Holistic wellness | Count | | | 20 | | | | 20 |
| | | % of Total | | | 5.0% | | | | 5.0% |
| | | Count | 40 | 20 | 140 | 40 | 20 | 140 | 400 |
| | | % of Total | 10.0% | 5.0% | 35.0% | 10.0% | 5.0% | 35.0% | 100.0% |

Source: Survey data gathered on November- January, 2004

Table 5.33 indicates the purpose to use spa service of the respondents divided by income, it can be seen that international tourists who earn income less than 5,000 dollar per year have the purpose to use spa service for losing weight. It represented by 40 international tourists or 10.0 percent. For the international tourists who earn income between 15,001-20,000 dollar per year have the purpose to use spa service for being relaxation, it is represented 20 respondents or 5.0 percent. For the international tourists who earn income between 20,001- 25,000 dollar per year have the purpose to use spa service for being relaxation, it is represented 80 respondents or 20.0 percent. For international tourists who earn income between 25,001- 30,000 dollar per year have the purpose to use spa service for relieving their stress and being relaxation, it is represented 20 respondents or 5.0 percent. For international tourists who earn income between 30,001- 35,000 dollar per year have the purpose to use spa service for tasting spa cuisine, it is represented 20 respondents or 5.0 percent. For international tourists who earn income more than 35,001 dollar per year have the purpose to use spa service for relieving their stress, it is represented 60 respondents or 15.0 percent.

Table 5.34: The major motive for using spa service of the respondents divided by income

| Less than 5,000 | 15,001-20,000 | 20,001-25,000 | 25,001-30,000 | 30,001-35,000 | More than 35,001 |
|----------------------------|----------------------------|----------------------------|---------------------------|----------------------------|----------------------------|
| Reputation (5.00) | Service (5.0) | Service (5.0) | Safety and security (5.0) | Service (5.0) | Therapist (4.90) |
| Ambience (4.90) | Location (4.90) | Spa facilities (4.90) | Service (4.90) | Location (4.90) | Service (4.80) |
| Amenities (4.85) | Safety and security (4.85) | Therapist (4.80) | Location (4.80) | Safety and security (4.85) | Accessibility (4.75) |
| Reasonable price (4.75) | Reasonable price (4.70) | Location (4.75) | Reasonable price (4.75) | Reasonable price (4.70) | Ambience (4.60) |
| Safety and security (4.65) | Reputation (4.50) | Amenities (4.65) | Spa facilities (4.50) | Reputation (4.50) | Location (4.50) |
| Location (4.50) | Accessibility (4.45) | Safety and security (4.60) | Reputation (4.30) | Accessibility (4.45) | Spa facilities (4.45) |
| Service (4.40) | Amenities (4.25) | Ambience (4.50) | Accessibility (4.10) | Amenities (4.25) | Safety and security (4.25) |
| Therapist (4.20) | Ambience (4.10) | Reasonable price (4.45) | Amenities (4.05) | Ambience (4.10) | Reasonable price (4.05) |
| Accessibility (4.00) | Spa facilities (4.0) | Reputation (4.30) | Ambience (3.50) | Spa facilities (4.0) | Reputation (4.0) |
| Spa facilities (3.90) | Therapist (3.90) | Accessibility (4.10) | Therapist (3.20) | Therapist (3.90) | Amenities (3.95) |

Source: Survey data gathered on November- January, 2004

Table 5.34 indicates the major motive for using spa service of the respondents divided by income, it can be seen that international tourists who earn income less than 5,000 dollar per year have rated the major motive for using spa service as respectfully: reputation, ambience, amenities, reasonable price, safety and security, location, service, therapist, accessibility, and spa facilities. For the international tourists who earn income between 15,001-20,000 dollar per year, the major motives for using spa service are as respectfully: service, location, safety and security, reasonable price, reputation, accessibility, amenities, ambience, spa facilities, and therapists. For the international tourists who earn income between 20,001- 25,000 dollar per year, the major motives for using spa service are as respectfully: service, spa facilities,

therapists, location, amenities, safety and security, ambience, reasonable price, reputation and accessibility. For the international tourists who earn income between 25,001- 30,000 dollar per year, the major motives for using spa service are as respectfully: safety and security, service, location, reasonable price, spa facilities, reputation, accessibility, amenities, ambience, and therapist. For the international tourists who earn income between 30,001- 35,000 dollar per year, the major motives for using spa service are as respectfully: service, location, safety and security, reasonable price, reputation, accessibilities, amenities, ambience, spa facilities, and therapists. And for the international tourists who earn income more than 35,001 dollar per year, the major motives for using spa service are as respectfully: therapists, service, accessibilities, ambience, location, spa facilities, safety and security, reasonable price, reputation, and amenities.

Table 5.35: The expectation of payment for using spa service of the respondents divided by income

The expectation to pay for using spa service * Income Crosstabulation

| | | | Income | | | | | | Total |
|--|-----------------|------------|-----------------|---------------|---------------|---------------|---------------|------------------|--------|
| | | | Less than 5,000 | 15,001-20,000 | 20,001-25,000 | 25,001-30,000 | 30,001-35,000 | More than 35,001 | |
| The expectation to pay for using spa service | Less than 1,000 | Count | | 20 | | | | 20 | 40 |
| | | % of Total | | 5.0% | | | | 5.0% | 10.0% |
| | 1,001- 2,000 | Count | 20 | | 20 | | | 20 | 60 |
| | | % of Total | 5.0% | | 5.0% | | | 5.0% | 15.0% |
| | 2,001-3,000 | Count | 20 | | 100 | 20 | | 60 | 200 |
| | | % of Total | 5.0% | | 25.0% | 5.0% | | 15.0% | 50.0% |
| | 3,001-4,000 | Count | | | 20 | | 20 | 20 | 60 |
| | | % of Total | | | 5.0% | | 5.0% | 5.0% | 15.0% |
| | 4,001-5,000 | Count | | | | | | 20 | 20 |
| | | % of Total | | | | | | 5.0% | 5.0% |
| | More than 5,000 | Count | | | | 20 | | | 20 |
| | | % of Total | | | | 5.0% | | | 5.0% |
| Total | | | 40 | 20 | 140 | 40 | 20 | 140 | 400 |
| | | | 10.0% | 5.0% | 35.0% | 10.0% | 5.0% | 35.0% | 100.0% |

Source: Survey data gathered on November- January, 2004

Table 5.35 indicates the expectation of payment for using spa service of the respondents divided by income, it can be seen that international tourists who earn income less than 5,000 dollar per year have expected to pay for using spa service about 1,001-2,000 baht and 2,001- 3,000 baht. It is represented 20 respondents or 5.0 percent. For international tourists who earn income between 15,000- 20,000 dollar

per year have expected to pay for using spa service about less than 1,000 baht. It is represented 20 respondents or 5.0 percent. For international tourists who earn income between 20,001- 25,000 dollar per year have expected to pay for using spa service about 2,001- 3,000 baht. It is represented 100 respondents or 25.0 percent. For international tourists who earn income between 25,001- 30,000 dollar per year have expected to pay for using spa service about 2,001-3,000 baht and more than 5,000 baht. It is represented 20 respondents or 5.0 percent. For international tourists who earn income between 30,001- 35,000 dollar per year have expected to pay for using spa service about 3,001-4,000 baht. It is represented 20 respondents or 5.0 percent. For international tourists who earn income more than 35,001 dollar per year have expected to pay for using spa service about 2,001-3,000 baht. It is represented 60 respondents or 15.0 percent.

Table 5.36: The most favorite spa activities of the respondents divided by income

| Less than 5,000 | 15,001-20,000 | 20,001-25,000 | 25,001-30,000 | 30,001-35,000 | More than 35,001 |
|----------------------------------|----------------------------------|------------------------------|-----------------------|------------------------------|----------------------------------|
| Body massage (5.00) | Body massage (5.0) | Body massage (5.0) | Hydrotherapy (5.0) | Reflexology (5.0) | Body massage (4.90) |
| Facial massage (4.90) | Stress management (4.90) | Aromatherapy (4.90) | Acupuncture (4.90) | Mud and body wraps (4.90) | Mud and body wraps (4.80) |
| A salon for hair and nail (4.85) | Detoxification (4.85) | Detoxification (4.80) | Detoxification (4.80) | Aromatherapy (4.85) | Detoxification (4.75) |
| Meditation (4.75) | A salon for hair and nail (4.70) | Body wraps and scrubs (4.75) | Aromatherapy (4.75) | Body wraps and scrubs (4.70) | A salon for hair and nail (4.60) |
| Body wraps and scrubs (4.65) | Meditation (4.50) | Relaxation area (4.65) | Meditation (4.50) | Yoga (4.50) | Meditation (4.50) |

Source: Survey data gathered on November- January, 2004

Table 5.36: indicates the most favorite spa activities of the respondents divided by income, it can be seen that international tourists who earn income less than 5,000 dollar per year have rated the most favorite spa activities as respectably: body massage, facial massage, a salon for hair and nail, meditation, and body wraps and scrubs. For the international tourists who earn income between 15,000- 20,000 dollar per year have rated the most favorite spa activities are as respectably: body massage, stress management, detoxification, a salon for hair and nail, and meditation. For the

international tourists who earn income between 20,001- 25,000 dollar per year have rated the most favorite spa activities are as respectfully: body massage, aromatherapy, detoxification, body wraps and scrubs, and relaxation area. For international tourists who earn income between 25,001- 30,000 dollar per year have rated the most favorite spa activities are as respectfully: hydrotherapy, acupuncture, detoxification, aromatherapy, and meditation. For international tourists who earn income between 30,001- 35,000 dollar per year have rated the most favorite spa activities are as respectfully: reflexology, mud and body wraps, aromatherapy, body wraps and body scrubs yoga. And for international tourists who earn income more than 35,001 dollar per year have rated the most favorite spa activities are as respectfully: body massage, mud and body wraps, detoxification, a salon for hair and nail, and meditation.

Table 5.37: The most favorite spa facilities of the respondents divided by income

| Less than 5,000 | 15,001-20,000 | 20,001-25,000 | 25,001-30,000 | 30,001-35,000 | More than 35,001 |
|---------------------------|--------------------------|--|---------------------------|---------------------------|---|
| Herbal stream room (5.00) | Herbal stream room (5.0) | Sliming and muscle toning machines (5.0) | Herbal stream room (5.0) | Saunas (5.0) | Sliming and muscle toning machines (4.90) |
| Saunas (4.90) | Mineral baths (4.90) | Mineral baths (4.90) | Mineral baths (4.90) | Wet treatment room (4.90) | Hydrotherapy (4.80) |
| Floral bath (4.85) | Mud wraps (4.85) | Hydrotherapy (4.80) | Jacuzzi (4.80) | Mineral bath (4.85) | Fitness studio (4.75) |
| Dry treatment room (4.75) | Hydrotherapy (4.70) | Dry treatment room (4.75) | Dry treatment room (4.75) | Mud wraps (4.70) | Relaxation area (4.60) |
| Relaxation area (4.65) | Relaxation area (4.50) | Hair dressing salon (4.65) | Relaxation area (4.50) | Fitness studio (4.50) | Hair dressing salon (4.50) |

Source: Survey data gathered on November- January, 2004

Table 5.37: indicates the most favorite spa facilities of the respondents divided by income, it can be seen that international tourists who earn income less than 5,000 dollar per year have rated the most favorite spa facilities as respectfully: herbal stream room, saunas, floral bath, dry treatment room, and relaxation area. For the international tourists who earn income between 15,000- 20,000 dollar per year have rated the most favorite spa facilities are as respectfully: herbal stream room, mineral baths, mud wraps, hydrotherapy, and relaxation area. For the international tourists who earn income between 20,001- 25,000 dollar per year have rated the most favorite spa facilities are as respectfully: sliming and muscle toning machines, mineral baths,

hydrotherapy, dry treatment room, and hair dressing salon. For the international tourists who earn income between 25,001- 30,000 dollar per year have rated the most favorite spa facilities are as respectfully: herbal stream room, mineral baths, Jacuzzi, dry treatment room, and relaxation area. For the international tourists who earn income between 30,001- 35,000 dollar per year have rated the most favorite spa facilities are as respectfully: saunas, wet treatment room, mineral baths, mud wraps, and fitness studio. And for the international tourists who earn income more than 35,001 dollar per year have rated the most favorite spa facilities are as respectfully: sliming and muscle toning machines, hydrotherapy, fitness studio, relaxation area, and hair dressing salon.

Table 5.38: The most favorite product brand of spa of the respondents divided by income

| Less than 5,000 | 15,001-20,000 | 20,001-25,000 | 25,001-30,000 | 30,001-35,000 | More than 35,001 |
|-------------------|-----------------|-------------------|-------------------|-------------------|-------------------|
| Jurlique (5.0) | Jurlique (5.0) | Jurlique (5.0) | Decleor (5.0) | Decleor (5.0) | Dr Spiller (4.95) |
| Dr Spiller (4.95) | Thalgo (4.85) | Dr Spiller (4.95) | Jurlique (4.80) | Dr Spiller (4.95) | Clinique (4.80) |
| Clinique (4.80) | Clinique (4.80) | Clinique (4.80) | Dr Spiller (4.75) | Thalgo (4.85) | Jamjan (4.75) |
| Jamjan (4.75) | Jamjan (4.75) | Loreal (4.50) | Loreal (4.50) | Clinique (4.80) | Loreal (4.50) |
| Hanako (4.5) | Loreal (4.50) | Hanako (4.20) | Hanako (4.20) | Loreal (4.50) | Hanako (4.10) |

Source: Survey data gathered on November- January, 2004

Table 5.38: indicates the most favorite product brand of spa of the respondents divided by income, it can be seen that international tourists who earn income less than 5,000 dollar per year have rated the most favorite product brand of spa as respectfully: Jurlique, Dr Spiller, Clinique, Jamjan, and Hanako. For the international tourists who earn income between 15,000- 20,000 dollar per year have rated the most favorite product brands of spa are as respectfully: Jurlique, Thalgo, Clinique, Jamjan, and Loreal. For the international tourists who earn income between 20,001- 25,000 dollar per year have rated the most favorite product brands of spa are as respectfully: Jurlique, Dr Spiller, Clinique, Loreal, and Hanako. For the international tourists who earn income between 25,001- 30,000 dollar per year have rated the most favorite

product brands of spa are as respectably: Decleor, Jurlique, Dr Spiller, Loreal, and Hanako. For the international tourists who earn income between 30,001- 35,000 dollar per year have rated the most favorite product brands of spa are as respectably: Decleor, Dr Spiller, Thalgo, Clinique, and Loreal. For the international tourists who earn income more than 35,001 dollar per year have rated the most favorite product brands of spa are as respectably: Dr Spiller, Clinique, Jamjan, Loreal, and Hanako.

Table 5.39: The preference to type of spa herb of the respondents divided by income

Type of herb * Income Crosstabulation

| | | | Income | | | | | | Total |
|-----------------|-----------------|------------|--------------------|-------------------|-------------------|-------------------|-------------------|---------------------|-------|
| | | | Less than 5,000 | 15,001-2 0,000 | 20,001-2 5,000 | 25,001-3 0,000 | 30,001-3 5,000 | More than 35,001 | |
| Type of herb | Thai herb | Count | 20 | 20 | 100 | 20 | | 120 | 280 |
| | | % of Total | 5.0% | 5.0% | 25.0% | 5.0% | | 30.0% | 70.0% |
| | Chinese herb | Count | | | 40 | 20 | 20 | | 80 |
| | | % of Total | | | 10.0% | 5.0% | 5.0% | | 20.0% |
| | Australian herb | Count | 20 | | | | | 20 | 40 |
| | | % of Total | 5.0% | | | | | 5.0% | 10.0% |
| Total | Count | 40 | 20 | 140 | 40 | 20 | 140 | 400 | |
| | % of Total | 10.0% | 5.0% | 35.0% | 10.0% | 5.0% | 35.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.39: indicates the preference to type of spa herb of the respondents divided by income, it can be seen that international tourists who earn income less than 5,000 dollar per year have preferred Thai herb and Australian herb. It is represented 20 respondents or 5.0 percent. For the international tourists who earn income between 15,000- 20,000 dollar per year have preferred Thai herb to be their spa herb. It is represented 20 respondents or 5.0 percent. For the international tourists who earn income between 20,001- 25,000 dollar per year have preferred Thai herb to be their spa herb. It is represented 100 respondents or 25.0 percent. For the international tourists who earn income between 25,001- 30,000 dollar per year have preferred Thai herb and Chinese herb to be their spa herb. It is represented 20 respondents or 5.0 percent. For the international tourists who earn income between 30,001- 35,000 dollar per year have preferred Chinese herb to be their spa herb. It is represented 20 respondents or 5.0 percent. For the international tourists who earn income more than 35,001 dollar per year have preferred Thai herb to be their spa herb. It is represented 120 respondents or 30.0 percent.

Table 5.40: The expectation for using spa service of the respondents divided by income

| Report | | | | | | | | | |
|------------------|---|--|--|---|---|---|--|---|--|
| Income | Spa service attribute (Reasonable price of spa service) | Spa service attribute (Skills of staff in providing spa service) | Spa service attribute (Separate men's and women's facility area) | Spa service attribute (Hygiene and cleanliness) | Spa service attribute (Room decoration and comfort) | Spa service attribute (Safety and security) | Spa service attribute (The variety of spa service) | Spa service attribute (Foreign language ability of staff) | Spa service attribute (Quality of spa service) |
| Less than 5,000 | Mean 3.50 First unimportant | 4.00 hard to decide | 4.50 important | 4.50 important | 3.00 important | 4.50 important | 4.50 important | 4.50 very important | 5.00 very important |
| 15,001-20,000 | Mean 1.00 First very unimportant | 4.00 important | 2.00 unimportant | 5.00 very important | 4.00 important | 4.00 important | 4.00 important | 4.00 important | 4.00 important |
| 20,001-25,000 | Mean 3.43 First unimportant | 4.29 important | 3.57 important | 3.71 important | 3.71 important | 3.86 important | 3.86 important | 3.86 important | 4.14 important |
| 25,001-30,000 | Mean 2.50 First very unimportant | 5.00 very important | 5.00 very important | 4.00 important | 4.50 very important | 4.50 important | 4.00 important | 4.00 important | 4.50 very important |
| 30,001-35,000 | Mean 2.00 First unimportant | 3.00 hard to decide | 3.00 hard to decide | 3.00 hard to decide | 2.00 unimportant | 4.00 important | 5.00 very important | 3.00 hard to decide | 5.00 very important |
| More than 35,001 | Mean 4.14 First hard to decide | 4.57 important | 3.43 unimportant | 4.14 hard to decide | 4.00 important | 3.86 hard to decide | 4.00 important | 3.86 hard to decide | 4.57 important |
| Total | Mean 3.40 First unimportant | 4.35 important | 3.65 important | 4.00 important | 3.75 important | 4.00 important | 4.05 important | 3.90 important | 4.45 important |

Source: Survey data gathered on November- January, 2004

Table 5.40: indicates the expectation for using spa service of the respondents divided by income, it can be seen that the international tourists who earn income less than 5,000 dollar per year have mostly expected to the reasonable price of spa service (mean = 3.50), the skills of staff in providing spa service (mean = 4.00), separated men's and women's facility area (mean = 4.5), hygiene and cleanliness (mean = 4.50), safety and security (mean = 4.50), the variety of spa service (mean = 4.50), the ability of staff in understanding the foreign language (mean = 4.50), and the quality of spa service in Bangkok (mean = 5.00). For the international tourists who earn income between 15,000- 20,000 dollar per year have mostly expected to the reasonable price of spa service (mean = 3.50), and hygiene and cleanliness (mean = 5.0). For the international tourists who earn income between 20,001- 25,000 dollar per year have mostly expected the reasonable price of spa service (mean = 3.43), the skills of staff in providing spa service (mean = 4.29), hygiene and cleanliness (mean = 3.71), the ability of staff in understanding the foreign language (mean = 3.86), and the quality of spa service in Bangkok (mean = 4.14). For the international tourists who earn income between 25,001- 30,000 dollar per year have mostly expected to the skills of staff in providing spa service (mean = 5.00), separated men's and women's facility area (mean = 5.0), room decoration and comfort (mean = 4.5), safety and security (mean = 4.50), and the quality of spa service in Bangkok (mean = 4.50). For the international tourists who earn income between 30,001- 35,000 dollar per year have mostly expected to the safety and security (mean = 5.0), and the quality of spa service in Bangkok (mean = 5.0). For the international tourists who earn income more than 35,001 dollar per year have mostly expected to the reasonable price of spa service (mean = 4.14), the skills of staff in providing spa service (mean = 4.57), separated men's and women's facility area (mean = 3.43), hygiene and cleanliness (mean = 4.14), safety and security (mean = 3.86), room decoration and comfort (mean = 4.00), the variety of spa service (mean = 4.00), the ability of staff in understanding the foreign language (mean = 3.86), and the quality of spa service in Bangkok (mean = 4.57).

Table 5.41: The expectation to the service of personal spa for using spa service of the respondents divided by income

Report

| | | The service of personal spa (Willingness to provide spa service) | The service of personal spa (Skills in providing spa service) | The service of personal spa (Friendliness to guests) | The service of personal spa (Support for special guest needs) | The service of personal spa (Knowledge about spa service) | The service of personal spa (At least 2 years experience in spa service) | The service of personal spa (At least graduated in health service) | The service of personal spa (Foreign language ability) | The service of personal spa (Efficiency and accuracy in service) | The service of personal spa (Personal appearance) | The service of personal spa (Spa service quality) |
|------------------|-----------------|--|---|--|---|---|--|--|--|--|---|---|
| Income | Less than 5,000 | Mean First | 4.50 | 4.00 | 4.00 | 4.50 | 4.50 | 4.00 | 4.50 | 4.50 | 3.50 | 4.00 |
| | | important | important | important | important | important | important | important | important | important | important | hard to decide |
| 15,001-20,000 | Mean First | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 | 4.00 | 4.00 | 5.00 | 5.00 | 5.00 |
| | | very important | very important | very important | very important | very important | very important | important | important | very important | very important | very important |
| 20,001-25,000 | Mean First | 3.57 | 4.29 | 3.43 | 3.71 | 4.00 | 3.57 | 3.86 | 3.86 | 3.86 | 4.29 | 4.29 |
| | | important | important | unimportant | important | important | important | important | important | unimportant | important | important |
| 25,001-30,000 | Mean First | 5.00 | 4.50 | 5.00 | 4.00 | 4.00 | 4.50 | 3.00 | 3.00 | 4.50 | 4.00 | 4.50 |
| | | very important | important | very important | important | important | important | unimportant | unimportant | important | very important | very important |
| 30,001-35,000 | Mean First | 2.00 | 3.00 | 2.00 | 3.00 | 3.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 |
| | | unimportant | hard to decide | unimportant | hard to decide | hard to decide | important | important | important | important | hard to decide | important |
| More than 35,001 | Mean First | 4.14 | 4.29 | 4.00 | 3.14 | 4.00 | 3.14 | 3.29 | 3.57 | 4.14 | 3.57 | 4.43 |
| | | hard to decide | important | unimportant | hard to decide | important | hard to decide | hard to decide | important | hard to decide | hard to decide | important |
| Total | Mean First | 4.00 | 4.30 | 3.85 | 3.60 | 4.05 | 3.70 | 3.60 | 3.75 | 4.15 | 3.90 | 4.35 |
| | | important | important | unimportant | important | important | important | important | important | unimportant | important | important |

Source: Survey data gathered on November- January, 2004

Table 5.41: indicates the expectation to the service of personal spa for using spa service of the respondents divided by income, it can be seen that the international tourists who earn income less than 5,000 dollar per year have mostly expected to the willingness to provide spa service (mean = 4.50), the skills in providing spa service (mean = 4.50), the knowledge of spa service (mean = 4.50), the experience at least 2 years of staff (mean = 4.50), at least certificated graduation in health service (mean = 4.00), the foreign language ability (mean = 4.50), the efficiency and accuracy in service (mean = 4.50), and the spa service quality (mean = 4.00). For the international tourists who earn income between 15,000- 20,000 dollar per year have mostly expected to willingness to provide spa service (mean = 5.00), the skills in providing spa service (mean = 5.00), the friendliness to the guests (mean = 5.00), support for special guest's needs (mean = 5.00), the knowledge of spa service (mean = 5.00), the experience at least 2 years of staff (mean = 5.00), the efficiency and accuracy in service (mean = 5.00), the personal appearance (mean = 5.00), and the spa service quality (mean = 5.00). For the international tourists who earn income between 15,000- 20,000 dollar per year have mostly expected to willingness to provide spa service (mean = 5.00), the skills in providing spa service (mean = 5.00), the friendliness to the guests (mean = 5.00), support for special guest's needs (mean = 5.00), the knowledge of spa service (mean = 5.00), the experience at least 2 years of staff (mean = 5.00), the efficiency and accuracy in service (mean = 5.00), the personal appearance (mean = 5.00), and the spa service quality (mean = 5.00).

For the international tourists who earn income between 20,001- 25,000 dollar per year have mostly expected to the skills in providing spa service (mean = 4.29), the friendliness to the guests (mean = 3.43), support for special guest's needs (mean = 3.71), the knowledge of spa service (mean = 4.00), the experience at least certificated graduation in health service (mean = 3.86), the foreign language ability (mean = 3.86), the efficiency and accuracy in service (mean = 3.86), the personal appearance (mean = 4.29), and the spa service quality (mean = 4.29). For the international tourists who earn income between 25,001- 30,000 dollar per year have mostly expected to the willingness to provide spa service (mean = 5.00), the skills in providing spa service (mean = 4.50), the friendliness to the guests (mean = 5.00), at least 2 years experience in spa service (mean = 4.50), the efficiency and accuracy in service (mean = 4.50), the personal appearance (mean = 4.00), and the spa service quality (mean = 4.50). For the international tourists who earn income between 30,001- 35,000 dollar per year have

expected to at least 2 years experience in spa service (mean = 4.00), the experience at least certificated graduation in health service (mean = 4.00), the foreign language ability (mean = 4.00), the efficiency and accuracy in service (mean = 4.00), and the spa service quality (mean = 4.00). For the international tourists who earn income more than 35,001 dollar per year have mostly expected to the willingness to provide spa service (mean = 4.14), the skills in providing spa service (mean = 4.29), the friendliness to the guests (mean = 4.00), support for special guest's needs (mean = 3.14), the knowledge of spa service (mean = 4.00), the efficiency and accuracy in service (mean = 4.14), and the spa service quality (mean = 4.43).



Table 5.42: The expectation to spa location of the respondents divided by income

Report

| | | The spa location attribute (The place of spa service is easy to find) | The spa location attribute (The place of spa service is a safe place) | The spa location attribute (The entrances of spa service are easy to access) | The spa location attribute (The place of spa service is obviously separated from other businesses) | The spa location attribute (Enough parking space) | The spa location attribute (The place of spa service is a private place for individual) |
|------------------------|-------|---|---|--|--|---|---|
| Income Less than 5,000 | Mean | 4.00 | 4.50 | 4.00 | 4.00 | 3.50 | 4.00 |
| | First | important | important | important | important | important | important |
| 15,001-20,000 | Mean | 4.00 | 4.00 | 5.00 | 5.00 | 4.00 | 5.00 |
| | First | important | important | very important | very important | important | very important |
| 20,001-25,000 | Mean | 3.86 | 3.86 | 3.86 | 4.00 | 3.86 | 4.57 |
| | First | very important | important | important | important | important | important |
| 25,001-30,000 | Mean | 4.50 | 4.00 | 4.50 | 5.00 | 4.00 | 4.50 |
| | First | very important | very important | very important | very important | important | very important |
| 30,001-35,000 | Mean | 3.00 | 4.00 | 3.00 | 2.00 | 2.00 | 3.00 |
| | First | hard to decide | important | hard to decide | unimportant | unimportant | hard to decide |
| More than 35,001 | Mean | 3.43 | 3.71 | 3.71 | 3.57 | 3.14 | 3.86 |
| | First | hard to decide | hard to decide | important | hard to decide | important | hard to decide |
| Total | Mean | 3.75 | 3.90 | 3.90 | 3.90 | 3.50 | 4.20 |
| | First | very important | important | important | important | important | important |

Source: Survey data gathered on November- January, 2004

Table 5.42: The expectation to spa location of the respondents divided by income

Report

| Income | The spa location attribute (The sufficient light system for spa service) | The spa location attribute (The sufficient ventilation system) | The spa location attribute (The sanitation of waste elimination system) | The spa location attribute (The decoration of spa place is suitable) | The spa location attribute (The non-smoking and non alcohol area) | The spa location attribute (The price and type of spa service are informed on a board) |
|------------------|--|--|---|--|---|--|
| Less than 5,000 | Mean First | 4.50 important | 4.00 important | 3.50 important | 4.00 important | 4.50 important |
| 15,001-20,000 | Mean First | 5.00 very important | 4.00 important | 5.00 very important | 5.00 very important | 4.00 important |
| 20,001-25,000 | Mean First | 3.43 unimportant | 3.86 important | 4.43 important | 4.00 important | 4.00 important |
| 25,001-30,000 | Mean First | 4.50 important | 4.50 important | 4.00 important | 4.50 very important | 4.50 very important |
| 30,001-35,000 | Mean First | 4.00 important | 3.00 hard to decide | 3.00 hard to decide | 2.00 unimportant | 4.00 important |
| More than 35,001 | Mean First | 3.57 important | 3.71 unimportant | 3.86 hard to decide | 4.29 important | 4.00 important |
| Total | Mean First | 3.80 unimportant | 3.85 important | 4.05 important | 4.15 important | 4.10 important |

Source: Survey data gathered on November- January, 2004

Table 5.42: indicates the expectation to spa location of the respondents divided by income, it can be seen that the international tourists who earn income less than 5,000 dollar per year have mostly expected to the place of spa service is a safe place (mean = 4.00), the sufficient light system for spa service (mean = 4.50), and the price and type of spa service are informed on a board (mean = 4.50). The international tourists who earn income between 15,001- 20,000 dollar per year have mostly expected to the entrance of spa service is easily to access (mean = 5.00), the place of spa service is obviously separated from other businesses (mean = 5.00), the place of spa service is a private place for individual (mean = 5.00), the sufficient light system for spa service (mean = 5.00), the sanitation of waste elimination system (mean = 5.00), the decoration of spa place is suitable (mean = 5.00), and the area of spa service is non smoking and non alcohol area (mean = 5.00). The international tourists who earn income between 20,001- 25,000 dollar per year have mostly expected to the place of spa service is easy to find (mean = 3.86), the place of spa service is a safe place (mean = 3.86), the entrance of spa service is easily to access (mean = 3.86), the place of spa service is obviously separated from other businesses (mean = 4.00), enough parking space (mean = 3.86), the place of spa service is a private place for individual (mean = 4.57), the sufficient ventilation system (mean = 3.86), the sanitation of waste elimination system (mean = 4.43), the decoration of spa place is suitable (mean = 4.00), and the price and type of spa service are informed on a board (mean = 4.00). The international tourists who earn income between 25,001- 30,000 dollar per year have mostly expected to the place of spa service is easy to find (mean = 4.50), the place of spa service is a safe place (mean = 4.00), the entrance of spa service is easily to access (mean = 4.50), the place of spa service is obviously separated from other businesses (mean = 5.00), the place of spa service is a private place for individual (mean = 4.50), the sufficient light system for spa service (mean = 4.50), the sufficient ventilation system (mean = 4.50), the decoration of spa place is suitable (mean = 4.50), the area of spa service is non smoking and non alcohol area (mean = 5.00), and the price and type of spa service are informed on a board (mean = 4.50). The international tourists who earn income between 30,001- 35,000 dollar per year have expected to the sufficient light system for spa service (mean = 4.00), and the price and type of spa service are informed on a board (mean = 4.00).

The international tourists who earn income more than 35,001 dollar per year have mostly expected to the place of spa service is easy to find (mean = 3.45), the place of

spa service is a safe place (mean = 3.71), the entrance of spa service is easily to access (mean = 3.71), the place of spa service is obviously separated from other businesses (mean = 3.57), the place of spa service is a private place for individual (mean = 3.86), the sufficient ventilation system (mean = 3.71), the sanitation of waste elimination system (3.86), the decoration of spa place is suitable (mean = 4.29), and the area of spa service is non smoking and non alcohol area (mean = 4.29).

Table 5.43: The expectation to safe standard of spa service of the respondents divided by income

Table 5.43: indicates the expectation to safe standard of spa service of the respondents divided by income, it can be seen that the international tourists who earn income less than 5,000 dollar per year have mostly expected to the first aid kits are ready to use (mean = 4.50), the automatic thermometers are set in the thermal rooms (mean = 4.50), clean, unused linens and spa wear (mean = 5.0), sanitized, clean, uncluttered working surfaces (mean = 4.50), sealed containers for implements like cotton balls and facial pads (mean = 4.50), professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface (mean = 4.00), for any tool or implement breaking the surface of the skin a disposable tool is recommended, implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.50), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 4.00), tools and products must be clearly labeled and safety stored (mean = 4.00), and to set of the fire caution system (mean = 3.50). The other international tourists who earn income between 15,001- 20,000 dollar per year have mostly expected to the first aid kits are ready to use (mean = 5.00), the skills and knowledge of staff in using special product and equipment (mean = 5.00), sanitized, clean, uncluttered working surfaces (mean = 5.00), for any tool or implement breaking the surface of the skin a disposable tool is recommended (mean = 5.00), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 5.00), and to set of the fire caution system (mean = 5.00).

The international tourists who earn income between 20,001- 25,000 dollar per year have mostly expected to the first aid kits are ready to use (mean = 3.86), the warning signs are presented in the risk areas (mean = 4.14), the skills and knowledge of staff in using special product and equipment (4.14), the automatic thermometers

are set in the thermal rooms (mean = 4.50), clean, unused linens and spa wear (mean = 3.71), sanitized, clean, uncluttered working surfaces (mean = 3.57), sealed containers for implements like cotton balls and facial pads (mean = 3.71), implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 3.71), waste receptacles and laundry bins must be sealed and covered (3.43), tools and products must be clearly labeled and safety stored (mean = 3.43), and to set of the fire caution system (mean = 3.43).

The international tourists who earn income between 25,001- 30,000 dollar per year have mostly expected to the first aid kits are ready to use (mean = 4.00), the automatic thermometers are set in the thermal rooms (mean = 4.50), clean, unused linens and spa wear (mean = 5.0), sanitized, clean, uncluttered working surfaces (mean = 5.00), sealed containers for implements like cotton balls and facial pads (mean = 4.50), implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.50), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 4.50), tools and products must be clearly labeled and safety stored (mean = 4.50), and to set of the fire caution system (mean = 4.50).

The international tourists who earn income between 30,001- 35,000 dollar per year have expected to the automatic thermometers are set in the thermal rooms (mean = 4.00), sanitized, clean, uncluttered working surfaces (mean = 4.00), for any tool or implement breaking the surface of the skin a disposable tool is recommended (mean = 4.00), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 4.00), waste receptacles and laundry bins must be sealed and covered (mean = 4.00), and to set of the fire caution system (mean = 4.00).

The international tourists who earn income more than 35,001 dollar per year have mostly expected to the first aid kits are ready to use (mean = 3.29), the warning signs are presented in the risk areas (mean = 3.57), the automatic thermometers are set in the thermal rooms (mean = 3.86), to monitor and control the quality of water in spa service (mean = 3.71), clean, unused linens and spa wear (mean = 4.00), sanitized, clean, uncluttered working surfaces (mean = 4.29), sealed containers for implements like cotton balls and facial pads (mean = 4.14), professional products that are single use or that have been taken from a longer container without making contact with an

unsanitary or sterile surface (mean = 4.29), for any tool or implement breaking the surface of the skin a disposable tool is recommended (mean = 4.29), implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.00), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 3.86), waste receptacles and laundry bins must be sealed and covered (mean = 4.57), tools and products must be clearly labeled and safety stored (mean = 3.86), and to set of the fire caution system (mean = 4.00).



Table 5.43: The expectation to safe standard of spa service of the respondents divided by income

| Report | | | | | | | |
|------------------|--|---|---|--|---|--|---|
| Income | The safe standard of spa service (The warning signs are presented in the risk areas) | The safe standard of spa service (The skills and knowledge of staff in using special product and equipment) | The safe standard of spa service (The clock is easy to see in order to set the time of using spa equipment) | The safe standard of spa service (The automatic thermometers are set in the thermal rooms) | The safe standard of spa service (To monitor and control the quality of water in spa service) | The safe standard of spa service (Clean, unused linens and spa wear) | The safe standard of spa service (Sanitized, clean, uncluttered working surfaces) |
| Less than 5,000 | Mean First 3.50 important | 4.00 important | 3.00 hard to decide | 4.50 important | 4.00 important | 5.00 very important | 4.50 important |
| 15,001-20,000 | Mean First 4.00 important | 5.00 very important | 2.00 unimportant | 2.00 unimportant | 4.00 important | 4.00 important | 5.00 very important |
| 20,001-25,000 | Mean First 4.14 important | 4.14 important | 3.14 unimportant | 3.57 hard to decide | 3.29 important | 3.71 important | 3.57 unimportant |
| 25,001-30,000 | Mean First 4.00 important | 4.00 important | 3.00 unimportant | 4.50 important | 4.00 important | 5.00 very important | 5.00 very important |
| 30,001-35,000 | Mean First 2.00 unimportant | 2.00 unimportant | 3.00 hard to decide | 4.00 important | 2.00 unimportant | 3.00 hard to decide | 4.00 important |
| More than 35,001 | Mean First 3.57 important | 3.14 hard to decide | 3.00 unimportant | 3.86 important | 3.71 hard to decide | 4.00 unimportant | 4.29 important |
| Total | Mean First 3.75 important | 3.70 important | 3.00 unimportant | 3.80 hard to decide | 3.55 important | 4.05 important | 4.15 unimportant |

Source: Survey data gathered on November- January, 2004

Table 5.43: The expectation to safe standard of spa service of the respondents divided by income (Continue)

| Report | | | | | | | | | |
|------------------|---|---|--|---|--|---|--|------|----------------|
| | The safe standard of spa service (Professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface) | The safe standard of spa service (For any tools or implement breaking the surface of the skin a disposable tool is recommended) | The safe standard of spa service (Unipplements must be cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave) | The safe standard of spa service (Technicians must have freshly washed and dried hands or have surgical gloves on during spa treatment) | The safe standard of spa service (Waste receptacles and laundry bins must be sealed and covered) | The safe standard of spa service (Tools and products must be clearly labeled and safety stored) | The safe standard of spa service (To set of the fire caution system) | | |
| Income | | | | | | | | | |
| Less than 5,000 | Mean First | 4.50 | 4.50 | 4.50 | 4.00 | 4.00 | 4.00 | 3.50 | unimportant |
| 15,001-20,000 | Mean First | 4.00 | 5.00 | 4.00 | 5.00 | 4.00 | 4.00 | 5.00 | very important |
| 20,001-25,000 | Mean First | 3.00 | 3.29 | 3.71 | 3.57 | 3.43 | 3.43 | 3.43 | important |
| 25,001-30,000 | Mean First | 4.00 | 4.00 | 4.50 | 4.50 | 4.00 | 4.50 | 4.50 | very important |
| 30,001-35,000 | Mean First | 3.00 | 4.00 | 2.00 | 4.00 | 4.00 | 3.00 | 4.00 | important |
| More than 35,001 | Mean First | 4.29 | 4.29 | 4.00 | 3.86 | 4.57 | 3.86 | 4.00 | important |
| Total | Mean First | 3.70 | 3.95 | 3.90 | 3.90 | 4.00 | 3.75 | 3.85 | important |

Source: Survey data gathered on November- January, 2004

Table 5.44: Main tourism purpose of the respondents divided by age**The main purpose of traveling to Thailand * Age of tourist Crosstabulation**

| | | | Age of tourist | | | | Total |
|---|--------------------------------|------------|--------------------|--------------------|--------------------|--------------------|-------|
| | | | 15-20 years old | 21-30 years old | 31-40 years old | 41-50 years old | |
| The main purpose of traveling to Thailand | Business | Count | | 80 | 60 | 100 | 240 |
| | | % of Total | | 20.0% | 15.0% | 25.0% | 60.0% |
| | Visivesiting friends and relat | Count | | 20 | | | 20 |
| | | % of Total | | 5.0% | | | 5.0% |
| | Education | Count | 60 | 20 | | | 80 |
| | | % of Total | 15.0% | 5.0% | | | 20.0% |
| | Meeting/ Seminar | Count | | 20 | | | 20 |
| | | % of Total | | 5.0% | | | 5.0% |
| | Holiday/ Vacation | Count | | 20 | 20 | | 40 |
| | | % of Total | | 5.0% | 5.0% | | 10.0% |
| Total | Count | 60 | 160 | 80 | 100 | 400 | |
| | % of Total | 15.0% | 40.0% | 20.0% | 25.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.44, it shows that the main tourism purpose of the respondents divided by age are as follows:

Among 400 international tourists, the highest percentages of international tourists who are age between 15-20 years old have the tourism purpose to study in Thailand. It represented by 60 international tourists or 15.0 percent. Business is a tourism purpose of international tourists who are age between 21-30 years old. It represented by 80 international tourists or 20.0 percent. The highest percentages of international tourists who are age between 31-40 years old have a tourism purpose to do a business in Thailand. It represented by 60 international tourists or 15 percent. The highest percentages of international tourists who are age between 41-50 years old have a tourism purpose to do business. It represented by 100 tourists or 25.0 percent.

Table 5.45: The experience of spa using of the respondents divided by age**The frequency time of visiting to Thailand * Age of tourist Crosstabulation**

| | | | Age of tourist | | | | Total |
|--|-------------------|------------|--------------------|--------------------|--------------------|--------------------|-------|
| | | | 15-20 years old | 21-30 years old | 31-40 years old | 41-50 years old | |
| The frequency time of visiting to Thailand | 2 times | Count | | | 20 | | 20 |
| | | % of Total | | | 5.0% | | 5.0% |
| | 3 times | Count | | 40 | | 20 | 60 |
| | | % of Total | | 10.0% | | 5.0% | 15.0% |
| | 4 times | Count | | 20 | | 20 | 40 |
| | | % of Total | | 5.0% | | 5.0% | 10.0% |
| | More than 5 times | Count | 60 | 100 | 60 | 60 | 280 |
| | | % of Total | 15.0% | 25.0% | 15.0% | 15.0% | 70.0% |
| Total | Count | 60 | 160 | 80 | 100 | 400 | |
| | % of Total | 15.0% | 40.0% | 20.0% | 25.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.45, it shows that the experience of spa using of the international tourists divided by age

Among 400 international tourists, the highest percentages of international tourists who are age between 15-20 years old have been to Thailand for more than 5 times. It represented by 60 international tourists or 15.0 percent. For the international tourists who are age between 21-30 years old have been to Thailand for more than 5 times. It represented by 100 international tourists or 25.0 percent. The highest percentages of international tourists who are age between 31-40 years old have been to Thailand for more than 5 times. It represented by 60 international tourists or 15 percent. The highest percentages of international tourists who are age between 41-50 years old have been to Thailand for more than 5 times. It represented by 60 tourists or 15.0 percent.

Table 5.46: The experience of spa using of the respondents divided by age**The experience of spa using * Age of tourist Crosstabulation**

| | | | Age of tourist | | | | Total |
|--------------------------------|-------------------|------------|--------------------|--------------------|--------------------|--------------------|-------|
| | | | 15-20 years old | 21-30 years old | 31-40 years old | 41-50 years old | |
| The experience of spa using | Never | Count | | | | 20 | 20 |
| | | % of Total | | | | 5.0% | 5.0% |
| | 1-2 times | Count | 20 | 60 | | | 80 |
| | | % of Total | 5.0% | 15.0% | | | 20.0% |
| | 3-4 times | Count | 20 | 60 | 80 | 20 | 180 |
| | | % of Total | 5.0% | 15.0% | 20.0% | 5.0% | 45.0% |
| | More than 4 times | Count | 20 | 40 | | 60 | 120 |
| | | % of Total | 5.0% | 10.0% | | 15.0% | 30.0% |
| Total | Count | 60 | 160 | 80 | 100 | 400 | |
| | % of Total | 15.0% | 40.0% | 20.0% | 25.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.46 indicates the experience of spa using of the respondents divided by age, it can be seen that most of international tourists who are age between 15-20 years old have used spa service in Thailand for 1-2 times, 3-4 times, and more than 4 times. It represented by 20 international tourists or 5.0 percent. For the international tourists who are age between 21-30 years old have used spa service in Thailand for 1-2 times, and 3-4 times. It represented by 60 international tourists or 15.0 percent. The most percentages of international tourists who are age between 31-40 years old have used spa service in Thailand for 3-4 times. It represented by 80 international tourists or 20 percent. For international tourists who are age between 41-50 years old have used spa service in Thailand for more than 4 times. It represented by 60 bachelor tourists or 15.0 percent.

Table 5.47: The information source of spa service of the respondents divided by age

| Tourist Information sources | 15 – 20 years old | 21- 30 years old | 31- 40 years old | 41 – 50 years old | 51 - 60 years old | more than 61 years old |
|-----------------------------|----------------------|---------------------|---------------------|----------------------|----------------------|---------------------------|
| -Friends and relatives | 40 | 80 | 80 | 20 | - | - |
| -Radio | 40 | 120 | 20 | 20 | - | - |
| -TV program | 40 | 80 | 40 | 20 | - | - |
| -Newspaper | 40 | 80 | 60 | 20 | - | - |
| -Magazine | 60 | 40 | 40 | 20 | - | - |
| -Guide Book | 20 | 60 | 20 | 20 | - | - |
| -Travel agent | 20 | 80 | - | 20 | - | - |
| -Tourist Information Center | - | 20 | 40 | - | - | - |
| -Internet | 20 | 60 | 40 | 80 | - | - |

| | | | | | | |
|--------------------|---|----|----|----|---|---|
| -Tourist brochure | - | 20 | 40 | 40 | - | - |
| -Travel exhibition | - | 20 | - | - | - | - |
| -TAT | - | 60 | 20 | - | - | - |

Source: Survey data gathered on November- January, 2004

Table 5.47 indicates the information source of spa service of the respondents divided by age, it can be seen that most of international tourists who are age between 15-20 years old have received the information about spa service from friends and relatives, radio, TV program, newspaper, magazine, guide book, travel agent, and Internet. For the most of international tourists who are age between 21-30 years old have received the information about spa service from friends and relatives, radio, TV program, newspaper, magazine, guide book, travel agent, tourist information center, Internet, tourist brochure, travel exhibition, and TAT. For the most of international tourists who are age between 31-40 years old have received the information about spa service from their friends and relatives, radio, TV program, newspaper, magazines, guide book, tourist information center, Internet, tourist brochure, and TAT. For international tourists who are age between 41-50 years old have received the information about spa service from their friends and relatives, radio, TV program, newspaper, magazines, guide book, travel agent, Internet, and tourist brochure.

Table 5.48: The purpose to use spa service of the respondents divided by age

The purpose to use spa service * Age of tourist Crosstabulation

| | | | Age of tourist | | | | Total |
|--------------------------------------|-------------------|------------|--------------------|--------------------|--------------------|--------------------|-------|
| | | | 15-20 years old | 21-30 years old | 31-40 years old | 41-50 years old | |
| The purpose to use spa service | Stress-relief | Count | | 20 | 40 | 20 | 80 |
| | | % of Total | | 5.0% | 10.0% | 5.0% | 20.0% |
| | Relaxation | Count | 20 | 60 | 40 | 20 | 140 |
| | | % of Total | 5.0% | 15.0% | 10.0% | 5.0% | 35.0% |
| | Lose weight | Count | 40 | 20 | | 40 | 100 |
| | | % of Total | 10.0% | 5.0% | | 10.0% | 25.0% |
| | Physical fitness | Count | | 20 | | 20 | 40 |
| | | % of Total | | 5.0% | | 5.0% | 10.0% |
| | Spa cuisine | Count | | 20 | | | 20 |
| | | % of Total | | 5.0% | | | 5.0% |
| | Holistic wellness | Count | | 20 | | | 20 |
| | | % of Total | | 5.0% | | | 5.0% |
| Total | Count | 60 | 160 | 80 | 100 | 400 | |
| | % of Total | 15.0% | 40.0% | 20.0% | 25.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.48 indicates the purpose to use spa service of the respondents divided by age, it can be seen that international tourists who are age between 15-20 years old have the purpose to use spa service for losing weight. It represented by 40 international tourists or 10.0 percent. For the international tourists who are age between 21-30 years old have the purpose to use spa service for being relaxation, it is represented 60 respondents or 15.0 percent. For the international tourists who are age between 31-40 years old have the purpose to use spa service for being relaxation and to relieve their stress, it is represented 40 respondents or 10.0 percent. For international tourists who are age between 41-50 years old have the purpose to use spa service for losing weight, it is represented 40 respondents or 10.0 percent.

Table 5.49: The major motive for using spa service of the respondents divided by age

| 15 – 20 years old Mean (max-min) | 21- 30 years old Mean (max-min) | 31- 40 years old Mean (max-min) | 41 – 50 years old Mean (max-min) |
|--|---------------------------------------|---------------------------------------|--|
| Location (5.0) | Ambience (5.0) | Accessibility (5.0) | Therapist (5.0) |
| Safety and security (4.80) | Spa facilities (4.95) | Ambience (4.90) | Ambience (4.90) |
| Therapist (4.70) | Amenities (4.80) | Location (4.85) | Reputation (4.80) |
| Service (4.65) | Location (4.70) | Service (4.75) | Accessibility (4.75) |
| Ambience (4.50) | Therapist (4.65) | Amenities (4.65) | Location (4.65) |
| Spa facilities (4.45) | Safety and security (4.60) | Therapist (4.60) | Service (4.60) |
| Amenities (4.40) | Reasonable price (4.50) | Safety and security (4.50) | Safety and security (4.50) |
| Reasonable price (4.35) | Accessibility (4.45) | Spa facilities (4.45) | Reasonable price (4.40) |
| Reputation (4.20) | Service (4.35) | Reasonable price (4.40) | Amenities (4.25) |
| Accessibility (4.00) | Reputation (4.20) | Reputation (4.20) | Spa facilities (4.05) |

Source: Survey data gathered on November- January, 2004

Table 5.49 indicates the major motive for using spa service of the respondents divided by age, it can be seen that international tourists who are age between 15-20 years old have rated the major motive for using spa service as respectfully: location, safety and security, therapists, service, ambience, spa facilities, amenities, reasonable price, reputation and accessibility. For the international tourists who are age between 21-30 years old, the major motives for using spa service are as respectfully: ambience,

spa facilities, amenities, location, therapists, safety and security, reasonable price, accessibility, service, and reputation. For the international tourists who are age between 31-40 years old, the major motives for using spa service are as respectfully: accessibility, ambience, location, service, amenities, therapists, safety and security, spa facilities, reasonable price, and reputation. For the international tourists who are age between 41-50 years old, the major motives for using spa service are as respectfully: therapists, ambience, reputation, accessibilities, location, service, safety and security, reasonable price, amenities and spa facilities.

Table 5.50: The expectation of payment for using spa service of the respondents divided by age

The expectation to pay for using spa service * Age of tourist Crosstabulation

| | | | Age of tourist | | | | |
|--|-----------------|------------|--------------------|--------------------|--------------------|--------------------|--------|
| | | | 15-20 years old | 21-30 years old | 31-40 years old | 41-50 years old | Total |
| The expectation to pay for using spa service | Less than 1,000 | Count | | | 20 | 20 | 40 |
| | | % of Total | | | 5.0% | 5.0% | 10.0% |
| | 1,001- 2,000 | Count | | 20 | | 40 | 60 |
| | | % of Total | | 5.0% | | 10.0% | 15.0% |
| | 2,001-3,000 | Count | 60 | 80 | 20 | 40 | 200 |
| | | % of Total | 15.0% | 20.0% | 5.0% | 10.0% | 50.0% |
| | 3,001-4,000 | Count | | 60 | | | 60 |
| | | % of Total | | 15.0% | | | 15.0% |
| | 4,001-5,000 | Count | | | 20 | | 20 |
| | | % of Total | | | 5.0% | | 5.0% |
| | More than 5,000 | Count | | | 20 | | 20 |
| | | % of Total | | | 5.0% | | 5.0% |
| Total | | Count | 60 | 160 | 80 | 100 | 400 |
| | | % of Total | 15.0% | 40.0% | 20.0% | 25.0% | 100.0% |

Source: Survey data gathered on November- January, 2004

Table 5.50 indicates the expectation of payment for using spa service of the respondents divided by age, it can be seen that international tourists who are age between 15-20 years old have expected to pay for using spa service about 2,001-3,000 baht. It is represented 60 respondents or 15.0 percent. For international tourists who are age between 21-30 years old have expected to pay for using spa service about 2,001- 3,000. It is represented 80 respondents or 20.0 percent. For international tourists who are age between 31-40 years old have expected to pay for using spa service about less than 1,000 baht to more than 5,000 baht. It is represented 20 respondents or 5.0 percent. For international tourists who are age between 41-50 years

old have expected to pay for using spa service about 1,001-3,000 baht. It is represented 40 respondents or 10.0 percent.

Table 5.51: The most favorite spa facilities of the respondents divided by age

| Age | | | |
|--|---------------------------------------|---------------------------------------|--|
| 15 – 20 years old Mean (max-min) | 21- 30 years old Mean (max-min) | 31- 40 years old Mean (max-min) | 41 – 50 years old Mean (max-min) |
| Sliming and muscle toning (5.0) | Saunas (5.0) | Saunas (5.0) | Sliming and muscle toning (5.0) |
| Mineral baths (4.95) | Hydrotherapy (4.90) | Mineral baths (4.95) | Mineral baths (4.95) |
| Hydrotherapy (4.80) | Fitness studio (4.85) | Hydrotherapy (4.90) | Jacuzzi (4.90) |
| Dry treatment room (4.75) | Relaxation area (4.80) | Dry treatment room (4.75) | Dry treatment room (4.75) |
| Hair dressing salon (4.70) | Hair dressing salon (4.70) | Relaxation area (4.60) | Relaxation area (4.60) |

Source: Survey data gathered on November- January, 2004

Table 5.51: indicates the most favorite spa facilities of the respondents divided by age, it can be seen that international tourists who are age between 15-20 years old have rated the most favorite spa facilities as respectfully: sliming and muscle toning, mineral baths, hydrotherapy, dry treatment room, and hairdressing salon. For the international tourists who are age between 21-30 years old have rated the most favorite spa facilities are as respectfully: saunas, hydrotherapy, fitness studio, relaxation area, and hairdressing salon. For the international tourists who are age between 31-40 years old have rated the most favorite spa facilities are as respectfully: saunas, mineral baths, hydrotherapy, dry treatment room, and relaxation area. For international tourists who are age between 41-50 years old have rated the most favorite spa facilities are as respectfully: sliming and muscle toning machines, mineral baths, Jacuzzi, dry treatment room, and relaxation area.

Table 5.52: The most favorite spa activities of the respondents divided by age

| Age | | | |
|--|---------------------------------------|---------------------------------------|--|
| 15 – 20 years old Mean (max-min) | 21- 30 years old Mean (max-min) | 31- 40 years old Mean (max-min) | 41 – 50 years old Mean (max-min) |
| Body massage (5.0) | Reflexology (5.0) | Hydrotherapy (5.0) | Body massage (5.0) |
| Yoga (4.95) | Aromatherapy (4.90) | Acupuncture (4.95) | Facial massage (4.95) |
| Stress management (4.80) | Detoxification (4.85) | Detoxification (4.90) | A salon for hair and nail (4.90) |
| Detoxification (4.75) | Body wraps and scrubs (4.80) | A salon for hair and nail (4.75) | Meditation (4.75) |
| Meditation (4.70) | Yoga (4.70) | Meditation (4.60) | Aromatherapy (4.60) |

Source: Survey data gathered on November- January, 2004

Table 5.52: indicates the most favorite spa activities of the respondents divided by age, it can be seen that international tourists who are age between 15-20 years old have rated the most favorite spa activities as respectably: body massage, Yoga, stress management, detoxification, and meditation. For the international tourists who are age between 21-30 years old have rated the most favorite spa activities are as respectably: reflexology, aromatherapy, detoxification, body wraps and scrubs, and Yoga. For the international tourists who are age between 31-40 years old have rated the most favorite spa activities are as respectably: hydrotherapy, acupuncture, detoxification, a salon for hair and nail, and meditation. For the international tourists who are age between 41-50 years old have rated the most favorite spa activities are as respectably: body massage, facial massage, a salon for hair and nail, meditation, and aromatherapy.

Table 5.53: The most favorite product brand of spa of the respondents divided by age

| Age | | | |
|--|---------------------------------------|---------------------------------------|--|
| 15 – 20 years old Mean (max-min) | 21- 30 years old Mean (max-min) | 31- 40 years old Mean (max-min) | 41 – 50 years old Mean (max-min) |
| Jurlique (5.0) | Dr Spiller (5.0) | Jurlique (5.0) | Decleor (5.0) |
| Dr Spiller (4.95) | Clinique (4.90) | Thalgo (4.95) | Clinique (4.95) |
| Clinique (4.80) | Jamjan (4.85) | Clinique (4.90) | Dr Spiller (4.90) |
| Jamjan (4.75) | Loreal (4.80) | Loreal (4.75) | Loreal (4.75) |
| Hanako (4.70) | Hanako (4.70) | Hanako (4.60) | Hanako (4.60) |

Source: Survey data gathered on November- January, 2004

Table 5.53: indicates the most favorite product brand of spa of the respondents divided by age, it can be seen that international tourists who are age between 15-20 years old have rated the most favorite product brand of spa as respectably: Jurlique, Dr Spiller, Clinique, Jamjan, and Hanako. For the international tourists who are age between 21-30 years old have rated the most favorite product brands of spa are as respectably: Dr Spiller, Clinique, Jamjan, Loreal, and Hanako. For the international tourists who are age between 31-40 years old have rated the most favorite product brands of spa are as respectably: Jurlique, Thalgo, Clinique, Loreal, and Hanako. For the international tourists who are age between 41-50 years old have rated the most favorite product brands of spa are as respectably: Decleor, Clinique, Dr Spiller, Loreal, and Hanako.

Table 5.54: The preference to type of spa herb of the respondents divided by age**Type of herb * Age of tourist Crosstabulation**

| | | | Age of tourist | | | | Total |
|-----------------|-----------------|------------|--------------------|--------------------|--------------------|--------------------|-------|
| | | | 15-20 years old | 21-30 years old | 31-40 years old | 41-50 years old | |
| Type of herb | Thai herb | Count | 40 | 100 | 40 | 100 | 280 |
| | | % of Total | 10.0% | 25.0% | 10.0% | 25.0% | 70.0% |
| | Chinese herb | Count | | 60 | 20 | | 80 |
| | | % of Total | | 15.0% | 5.0% | | 20.0% |
| | Australian herb | Count | 20 | | 20 | | 40 |
| | | % of Total | 5.0% | | 5.0% | | 10.0% |
| Total | Count | 60 | 160 | 80 | 100 | 400 | |
| | % of Total | 15.0% | 40.0% | 20.0% | 25.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.54: indicates the preference to type of spa herb of the respondents divided by age, it can be seen that international tourists who are age between 15-20 years old have preferred Thai herb. It is represented 40 respondents or 10.0 percent. For the international tourists who are age between 21-30 years old have preferred Thai herb to be their spa herb. It is represented 100 respondents or 25.0 percent. For the international tourists who are age between 31-40 years old have preferred Thai herb to be their spa herb. It is represented 40 respondents or 10.0 percent. For the international tourists who are age between 41-50 years old have preferred Thai herb to be their spa herb. It is represented 100 respondents or 25.0 percent.

Table 5.55: The expectation for using spa service of the respondents divided by age

Table 5.55: indicates the expectation for using spa service of the respondents divided by age, it can be seen that the international tourists who are age between 15-20 years old have mostly expected to the ability of staff in understanding the foreign language (mean = 3.67), and the quality of spa service in Bangkok (mean = 3.67). For the international tourists who are age between 21-30 years old have mostly expected to the reasonable price of spa service (mean = 3.62), skills of staff in providing spa service (mean = 4.12), separate men's and women's facility area (mean = 3.63), hygiene and cleanliness (mean = 3.62), room decoration and comfort (mean = 3.63), safety and security (mean = 4.00), the variety of spa service (mean = 4.13), foreign language ability of staff (mean = 4.00), and hygiene and cleanliness (mean = 4.62). For the international tourists who are age between 31-40 years old have mostly expected to the skills of staff in providing spa service (mean = 4.50), separate men's and women's facility area (mean = 3.25), hygiene and cleanliness (mean = 4.25), room decoration and comfort (mean = 4.25), the ability of staff in understanding the foreign language (mean = 4.00), and the quality of spa service in Bangkok (mean = 4.62). For the international tourists who are age between 41-50 years old have mostly expected to the reasonable price of spa service (mean = 4.40), the skills of staff in providing spa service (mean = 5.00), separated men's and women's facility area (mean = 4.0), hygiene and cleanliness (mean = 4.60), safety and security (mean = 4.20), the variety of spa service (mean = 4.20), the ability of staff in understanding the foreign language (mean = 3.80), and the quality of spa service in Bangkok (mean = 4.60).

Table 5.55: The expectation for using spa service of the respondents divided by age

Report

| Age of tourist | Report | | | | | | | | |
|-----------------|---|--|--|---|---|---|--|---|--|
| | Spa service attribute (Reasonable price of spa service) | Spa service attribute (Skills of staff in providing spa service) | Spa service attribute (Separate men's and women's facility area) | Spa service attribute (Hygiene and cleanliness) | Spa service attribute (Room decoration and comfort) | Spa service attribute (Safety and security) | Spa service attribute (The variety of spa service) | Spa service attribute (Foreign language ability of staff) | Spa service attribute (Quality of spa service) |
| 15-20 years old | Mean First | 2.67 unimportant | 3.67 hard to decide | 3.67 important | 3.67 important | 4.00 important | 3.67 important | 3.67 very important | 3.67 very important |
| 21-30 years old | Mean First | 3.62 unimportant | 4.12 important | 3.63 important | 3.62 important | 4.00 important | 4.13 important | 4.00 important | 4.62 important |
| 31-40 years old | Mean First | 2.25 hard to decide | 4.50 important | 3.25 unimportant | 4.25 hard to decide | 3.75 hard to decide | 4.00 important | 4.00 hard to decide | 4.50 important |
| 41-50 years old | Mean First | 4.40 important | 5.00 very important | 4.00 very important | 4.60 important | 4.20 very important | 4.20 very important | 3.80 important | 4.60 very important |
| Total | Mean First | 3.40 unimportant | 4.35 important | 3.65 important | 4.00 important | 4.00 important | 4.05 important | 3.90 important | 4.45 important |

Source: Survey data gathered on November- January, 2004

Table 5.56: The expectation to the service of personal spa for using spa service of the respondents divided by age

Report

| Age of tourist | Report | | | | | | | | | |
|-----------------|--|---|--|---|---|--|--|--|--|------------------------|
| | The service of personal spa (Willingness to provide spa service) | The service of personal spa (Skills in providing spa service) | The service of personal spa (Friendliness to guests) | The service of personal spa (Support for special guest needs) | The service of personal spa (Knowledge about spa service) | The service of personal spa (At least 2 years experience in spa service) | The service of personal spa (At least graduated in health service) | The service of personal spa (Foreign language ability) | The service of personal spa (Efficiency and accuracy in service) | |
| 15-20 years old | Mean First | 3.67 important | 4.33 important | 3.67 important | 3.33 important | 4.00 important | 3.67 important | 3.00 important | 3.67 important | 4.00 important |
| 21-30 years old | Mean First | 3.75 important | 4.13 important | 3.63 unimportant | 3.62 important | 3.88 important | 3.75 important | 4.25 important | 3.88 important | 4.00 unimportant |
| 31-40 years old | Mean First | 4.00 hard to decide | 4.25 important | 3.75 unimportant | 3.75 hard to decide | 4.25 important | 4.00 hard to decide | 3.25 hard to decide | 3.75 important | 4.25 hard to decide |
| 41-50 years old | Mean First | 4.60 very important | 4.60 very important | 4.40 important | 3.60 important | 4.20 important | 3.40 unimportant | 3.20 unimportant | 3.60 important | 4.40 very important |
| Total | Mean First | 4.00 important | 4.30 important | 3.85 unimportant | 3.60 important | 4.05 important | 3.70 important | 3.60 important | 3.75 important | 4.15 unimportant |

Source: Survey data gathered on November- January, 2004

Table 5.56: indicates the expectation to the service of personal spa for using spa service of the respondents divided by age, it can be seen that the international tourists who are age between 15-20 years old have mostly expected to the skills in providing spa service (mean = 4.33), the efficiency and accuracy in service (mean = 4.00), and the spa service quality (mean = 3.67). For the international tourists who are age between 21-30 years old have mostly expected to willingness to provide spa service (mean = 3.75), the skills in providing spa service (mean = 4.13), the friendliness to the guests (mean = 3.63), support for special guest's needs (mean = 3.62), the knowledge of spa service (mean = 3.88), the experience at least 2 years of staff (mean = 3.75), at least certificated graduation in health service (mean = 4.25), the efficiency and accuracy in service (mean = 4.00), the personal appearance (mean = 3.88), and the spa service quality (mean = 4.37). For the international tourists who are age between 31-40 years old have mostly expected to willingness to provide spa service (mean = 4.00), the skills in providing spa service (mean = 4.25), the friendliness to the guests (mean = 3.75), support for special guest's needs (mean = 3.75), the knowledge of spa service (mean = 4.25), the experience at least 2 years of staff (mean = 4.00), foreign language ability (mean = 3.75), the efficiency and accuracy in service (mean = 4.25), the personal appearance (mean = 4.50), and the spa service quality (mean = 4.75).

For the international tourists who are age between 41-50 years old have mostly expected to willingness to provide spa service (mean = 4.60), the skills in providing spa service (mean = 4.60), the friendliness to the guests (mean = 4.40), support for special guest's needs (mean = 3.60), the knowledge of spa service (mean = 4.25), the experience at least 2 years in spa service (mean = 3.40), the foreign language ability (mean = 3.60), the efficiency and accuracy in service (mean = 4.40), and the spa service quality (mean = 4.40).

Table 5.57: The expectation to spa location of the respondents divided by age

Report

| | | The spa location attribute (The place of spa service is easy to find) | The spa location attribute (The place of spa service is a safe place) | The spa location attribute (The entrances of spa service are easy to access) | The spa location attribute (The place of spa service is obviously separated from other businesses) | The spa location attribute (Enough parking space) | The spa location attribute (The place of spa service is a private place for individual) | The spa location attribute (The sufficient light system for spa service) |
|-----------------|-------|---|---|--|--|---|---|--|
| Age of tourist | Mean | 3.33 | 3.67 | 3.67 | 3.67 | 3.67 | 4.00 | 3.33 |
| 15-20 years old | First | important | important | important | important | important | important | important |
| 21-30 years old | Mean | 4.00 | 4.00 | 4.00 | 4.00 | 3.62 | 4.25 | 3.88 |
| | First | very important | important | important | important | important | important | unimportant |
| 31-40 years old | Mean | 3.75 | 3.75 | 4.25 | 4.00 | 4.25 | 4.50 | 4.25 |
| | First | hard to decide | hard to decide | important | hard to decide | important | hard to decide | important |
| 41-50 years old | Mean | 3.60 | 4.00 | 3.60 | 3.80 | 2.60 | 4.00 | 3.60 |
| | First | very important | very important | important | very important | unimportant | very important | unimportant |
| Total | Mean | 3.75 | 3.90 | 3.90 | 3.90 | 3.50 | 4.20 | 3.80 |
| | First | very important | important | important | important | important | important | unimportant |

Source: Survey data gathered on November- January, 2004

Table 5.57: The expectation to spa location of the respondents divided by age (Continue)

Report

| | The spa location attribute (The sufficient ventilation system) | The spa location attribute (The sanitation of waste elimination system) | The spa location attribute (The decoration of spa place is suitable) | The spa location attribute (The non-smoking and non alcohol area) | The spa location attribute (The price and type of spa service are informed on a board) |
|-----------------|--|---|--|---|--|
| Age of tourist | | | | | |
| 15-20 years old | Mean 4.00 important | 4.33 important | 3.67 important | 3.33 important | 3.67 important |
| 21-30 years old | Mean 3.88 important | 4.37 important | 4.25 important | 3.75 unimportant | 4.13 important |
| 31-40 years old | Mean 3.50 unimportant | 4.00 hard to decide | 4.25 important | 3.75 unimportant | 4.25 important |
| 41-50 years old | Mean 4.00 important | 3.40 unimportant | 4.20 important | 4.60 very important | 4.20 important |
| Total | Mean 3.85 important | 4.05 important | 4.15 important | 3.90 unimportant | 4.10 important |

Source: Survey data gathered on November- January, 2004

Table 5.57: indicates the expectation to spa location of the respondents divided by age, it can be seen that the international tourists who are age between 15-20 years old have mostly expected to the sufficient ventilation system for spa service (mean = 4.00), and the sanitation of waste elimination system (mean = 4.33). The international tourists who are age between 21-30 years old have mostly expected to the place of spa is easy to find (mean = 4.00), the place of spa service is a safe place (mean = 4.00), the entrance of spa service is easily to access (mean = 4.00), the place of spa service is obviously separated from other businesses (mean = 4.00), the place of spa service is a private place for individual (mean = 4.25), the sufficient light system for spa service (mean = 3.88), the sufficient light system of spa service (mean = 3.88), the sufficient ventilation system (3.88), the sanitation of waste elimination system (mean = 4.37), the decoration of spa place is suitable (mean = 4.25), the area of spa service is non smoking and non alcohol area (mean = 3.75), and the price and type of spa service are informed on a board (mean = 4.13).

The international tourists who are age between 31-40 years old have mostly expected to the place of spa service is easy to find (mean = 3.75), the place of spa service is a safe place (mean = 3.75), the entrance of spa service is easily to access (mean = 4.25), the place of spa service is obviously separated from other businesses (mean = 4.00), enough parking space (mean = 4.25), the place of spa service is a private place for individual (mean = 4.25), the sufficient light system for spa service (mean = 4.25), the sufficient ventilation system (mean = 3.50), the sanitation of waste elimination system (mean = 4.00), the decoration of spa place is suitable (mean = 4.25), the area of spa service is non-smoking and non alcohol area (mean = 3.75), and the price and type of spa service are informed on a board (mean = 4.25).

The international tourists who are age between 41-50 years old have mostly expected to the place of spa service is easy to find (mean = 3.60), the place of spa service is a safe place (mean = 4.00), the entrance of spa service is easily to access (mean = 3.60), the place of spa service is obviously separated from other businesses (mean = 3.80), the place of spa service is a private place for individual (mean = 4.00), the sufficient light system for spa service (mean = 3.60), the sufficient ventilation system (mean = 4.00), the sanitation of waste elimination system (mean = 3.40), the decoration of spa place is suitable (mean = 4.20), the area of spa service is non smoking and non alcohol area (mean = 4.60), and the price and type of spa service are informed on a board (mean = 4.20).

Table 5.58: The expectation to safe standard of spa service of the respondents divided by age

| | | Report | | | | | | |
|-----------------|------------|--|--|---|---|--|---|--|
| Age of tourist | | The safe standard of spa service (The first aid kits are ready to use) | The safe standard of spa service (The warning signs are presented in the risk areas) | The safe standard of spa service (The skills and knowledge of staff in using special product and equipment) | The safe standard of spa service (The clock is easy to see in order to set the time of using spa equipment) | The safe standard of spa service (The automatic thermometers are set in the thermal rooms) | The safe standard of spa service (To monitor and control the quality of water in spa service) | The safe standard of spa service (Clean, unused linens and spa wear) |
| 15-20 years old | Mean First | 4.00 very important | 3.67 important | 3.67 important | 3.67 hard to decide | 3.33 important | 3.33 important | 3.67 very important |
| 21-30 years old | Mean First | 3.88 hard to decide | 4.12 important | 4.00 important | 3.37 unimportant | 4.13 hard to decide | 3.88 important | 4.25 important |
| 31-40 years old | Mean First | 4.00 unimportant | 4.00 important | 4.00 hard to decide | 2.00 unimportant | 3.25 important | 3.00 hard to decide | 3.25 unimportant |
| 41-50 years old | Mean First | 3.20 important | 3.00 important | 3.00 important | 2.80 very unimportant | 4.00 important | 3.60 very unimportant | 4.60 important |
| Total | Mean First | 3.75 hard to decide | 3.75 important | 3.70 important | 3.00 unimportant | 3.80 hard to decide | 3.55 important | 4.05 important |

Source: Survey data gathered on November- January, 2004

Table 5.58: The expectation to safe standard of spa service of the respondents divided by age (Continue)

| Age of tourist | | The safe standard of spa service (Sanitized, clean, uncluttered working surfaces) | The safe standard of spa service (Sealed containers for implements like cotton balls and facial pads) | The safe standard of spa service (Professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface) | The safe standard of spa service (For any tools or implement breaking the surface of the skin a disposable tool is recommended) | The safe standard of spa service (Impements must be cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave) | The safe standard of spa service (Technicians must have freshly washed and dried hands or have surgical gloves on during spa treatment) | The safe standard of spa service (Waste receptacles and laundry bins must be sealed and covered) | The safe standard of spa service (Tools and products must be clearly labeled and safety stored) | The safe standard of spa service (To set of the fire caution system) |
|-----------------|------------|---|---|---|---|---|---|--|---|--|
| 15-20 years old | Mean First | 3.33 important | 3.67 important | 3.33 hard to decide | 3.33 important | 4.00 important | 3.33 hard to decide | 3.33 important | 3.00 hard to decide | 2.33 unimportant |
| 21-30 years old | Mean First | 4.13 unimportant | 4.13 important | 3.63 unimportant | 4.00 important | 3.62 hard to decide | 4.00 important | 4.12 very important | 3.75 unimportant | 4.13 important |
| 31-40 years old | Mean First | 4.25 important | 2.50 unimportant | 3.00 hard to decide | 3.75 important | 3.50 hard to decide | 3.50 unimportant | 3.50 important | 3.75 hard to decide | 4.00 important |
| 41-50 years old | Mean First | 4.60 important | 4.60 important | 4.60 very important | 4.40 important | 4.60 important | 4.40 important | 4.60 important | 4.20 important | 4.20 important |
| Total | Mean First | 4.15 unimportant | 3.85 important | 3.70 unimportant | 3.95 important | 3.90 hard to decide | 3.90 important | 4.00 very important | 3.75 unimportant | 3.85 important |

Source: Survey data gathered on November- January, 2004

Table 5.58: indicates the expectation to safe standard of spa service of the respondents divided by age, it can be seen that the international tourists who are age between 15-20 years old have mostly expected to the first aid kits are ready to use (mean = 4.00), and clean, unused linens and spa wear (mean = 3.67). The other international tourists who are age between 21-30 years old have mostly expected to the first aid kits are ready to use (mean = 3.88), the warning signs are presented in the risk areas (mean = 4.12), the skills and knowledge of staff in using special product and equipment (mean = 4.00), the clock is easy to see in order to set the time of using spa equipment (mean = 3.37), the automatic thermometers are set in the thermal rooms (mean = 4.13), to monitor and control the quality of water in spa service (mean = 3.88), clean, unused linens and spa wear (mean = 4.25), sanitized, clean, uncluttered working surfaces (mean = 4.13), sealed containers for implements like cotton balls and facial pads (mean = 4.13), professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface (mean = 3.63), for any tool or implement breaking the surface of the skin a disposable tool is recommended (mean = 4.00), implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 3.62), waste receptacles and laundry bins must be sealed and covered (mean = 4.12), tools and products must be clearly labeled and safety stored (mean = 3.75), and to set of the fire caution system (mean = 4.13).

The international tourists who are age between 31-40 years old have mostly expected to the first aid kits are ready to use (mean = 4.00), the skills and knowledge of staff in using special product and equipment (4.00), clean, unused linens and spa wear (mean = 3.25), sanitized, clean, uncluttered working surfaces (mean = 4.25), for any tool or implement breaking the surface of the skin a disposable tool is recommended (mean = 3.75), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 3.50), tools and products must be clearly labeled and safety stored (mean = 3.75), and to set of the fire caution system (mean = 4.00).

The international tourists who are age between 41-50 years old have mostly expected to the automatic thermometers are set in the thermal rooms (mean = 4.00), to monitor and control the quality of water in spa service (mean = 3.60), clean, unused linens and spa wear (mean = 4.60), sanitized, clean, uncluttered working surfaces

(mean = 4.60), sealed containers for implements like cotton balls and facial pads (mean = 4.60), professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface (mean = 4.60), for any tool or implement breaking the surface of the skin a disposable tool is recommended (mean = 4.40), implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.60), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 4.40), waste receptacles and laundry bins must be sealed and covered (mean = 4.60), tools and products must be clearly labeled and safety stored (mean = 4.20), and to set of the fire caution system (mean = 4.20).

Table 5.29: Main tourism purpose of the respondents divided by marital status

The main purpose of traveling to Thailand * Marital status Crosstabulation

| | | | Marital status | | | Total |
|---|--------------------------------|------------|----------------|---------|---------|-------|
| | | | Single | Married | Divorce | |
| The main purpose of traveling to Thailand | Business | Count | 80 | 120 | 40 | 240 |
| | | % of Total | 20.0% | 30.0% | 10.0% | 60.0% |
| | Visivesiting friends and relat | Count | 20 | | | 20 |
| | | % of Total | 5.0% | | | 5.0% |
| | Education | Count | 60 | 20 | | 80 |
| | | % of Total | 15.0% | 5.0% | | 20.0% |
| | Meeting/ Seminar | Count | | 20 | | 20 |
| | | % of Total | | 5.0% | | 5.0% |
| | Holiday/ Vacation | Count | | 20 | 20 | 40 |
| | | % of Total | | 5.0% | 5.0% | 10.0% |
| Total | Count | 160 | 180 | 60 | 400 | |
| | % of Total | 40.0% | 45.0% | 15.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.29, it shows that the main tourism purpose of the respondents divided by marital status are as follows:

Among 400 international tourists, the highest percentages of international tourists who single person have the tourism purpose to do the business in Thailand. It represented by 80 international tourists or 20.0 percent. Business is a tourism purpose of international tourists who are married people. It represented by 120 international tourists or 30.0 percent. The highest percentages of international tourists who are divorce people also have a tourism purpose to do a business in Thailand. It represented by 40 international tourists or 10 percent.

Table 5.60: The experience of spa using of the respondents divided by marital status**The frequency time of visiting to Thailand * Marital status Crosstabulation**

| | | | Marital status | | | Total |
|--|-------------------|------------|----------------|---------|---------|-------|
| | | | Single | Married | Divorce | |
| The frequency time of visiting to Thailand | 2 times | Count | | | 20 | 20 |
| | | % of Total | | | 5.0% | 5.0% |
| | 3 times | Count | 20 | 20 | 20 | 60 |
| | | % of Total | 5.0% | 5.0% | 5.0% | 15.0% |
| | 4 times | Count | | 40 | | 40 |
| | | % of Total | | 10.0% | | 10.0% |
| | More than 5 times | Count | 140 | 120 | 20 | 280 |
| | | % of Total | 35.0% | 30.0% | 5.0% | 70.0% |
| Total | Count | 160 | 180 | 60 | 400 | |
| | % of Total | 40.0% | 45.0% | 15.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.60, it shows that the experience of spa using of the international tourists divided by marital status

Among 400 international tourists, the highest percentages of international tourists who are single person have been to Thailand for more than 5 times. It represented by 140 international tourists or 35.0 percent. For the international tourists who are married people have been to Thailand for more than 5 times. It represented by 120 international tourists or 30.0 percent. The highest percentages of international tourists who are divorce people have been to Thailand for 2 times, 3 times, and more than 5 times. It represented by 20 international tourists or 5 percent.

Table 5.61: The experience of spa using of the respondents divided by marital status**The experience of spa using * Marital status Crosstabulation**

| | | | Marital status | | | Total |
|-----------------------------|-------------------|------------|----------------|---------|---------|-------|
| | | | Single | Married | Divorce | |
| The experience of spa using | Never | Count | | | 20 | 20 |
| | | % of Total | | | 5.0% | 5.0% |
| | 1-2 times | Count | 40 | 40 | | 80 |
| | | % of Total | 10.0% | 10.0% | | 20.0% |
| | 3-4 times | Count | 40 | 100 | 40 | 180 |
| | | % of Total | 10.0% | 25.0% | 10.0% | 45.0% |
| | More than 4 times | Count | 80 | 40 | | 120 |
| | | % of Total | 20.0% | 10.0% | | 30.0% |
| Total | Count | 160 | 180 | 60 | 400 | |
| | % of Total | 40.0% | 45.0% | 15.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.61 indicates the experience of spa using of the respondents divided by marital status, it can be seen that most of international tourists who are single person have used spa service in Thailand for more than 4 times. It represented by 80 international tourists or 20.0 percent. For the international tourists who are married people have used spa service in Thailand for 3-4 times. It represented by 100 international tourists or 25.0 percent. The most percentages of international tourists who divorce people have used spa service in Thailand for 3-4 times. It represented by 40 international tourists or 10 percent.

Table 5.62: The information source of spa service of the respondents divided by marital status

| Tourist Information sources | Single | Married | Divorce | Wisdom |
|-----------------------------|--------|---------|---------|--------|
| -Friends and relatives | 100 | 80 | 40 | - |
| -Radio | 100 | 80 | 20 | - |
| -TV program | 100 | 60 | 20 | - |
| -Newspaper | 80 | 80 | 40 | - |
| -Magazine | 80 | 80 | - | - |
| -Guide Book | 40 | 60 | 20 | - |
| -Travel agent | 40 | 60 | 20 | - |
| -Tourist Information Center | - | 40 | 20 | - |
| -Internet | 40 | 120 | 40 | - |
| -Tourist brochure | 20 | 80 | - | - |
| -Travel exhibition | - | 20 | - | - |
| -TAT | 20 | 60 | - | - |

Source: Survey data gathered on November- January, 2004

Table 5.62 indicates the information source of spa service of the respondents divided by marital status, it can be seen that most of international tourists who are single person have received the information about spa service from friends and relatives, radio, TV program, newspaper, magazine, guide book, travel agent, Internet, tourist brochure, and TAT. For the most of international tourists who are married people have received the information about spa service from friends and relatives, radio, TV program, newspaper, magazine, guide book, travel agent, tourist information center, Internet, tourist brochure, travel exhibition, and TAT. For the most of international tourists who are divorce people have received the information about spa service from their friends and relatives, radio, TV program, newspaper,

magazines, guide book, travel agent, tourist information center, Internet, tourist brochure, travel exhibition, and TAT.

Table 5.63: The purpose to use spa service of the respondents divided by marital status

The purpose to use spa service * Marital status Crosstabulation

| | | | Marital status | | | Total |
|--------------------------------|-------------------|------------|----------------|---------|---------|-------|
| | | | Single | Married | Divorce | |
| The purpose to use spa service | Stress-relief | Count | 40 | 40 | | 80 |
| | | % of Total | 10.0% | 10.0% | | 20.0% |
| | Relaxation | Count | 40 | 60 | 40 | 140 |
| | | % of Total | 10.0% | 15.0% | 10.0% | 35.0% |
| | Lose weight | Count | 60 | 40 | | 100 |
| | | % of Total | 15.0% | 10.0% | | 25.0% |
| | Physical fitness | Count | 20 | | 20 | 40 |
| | | % of Total | 5.0% | | 5.0% | 10.0% |
| | Spa cuisine | Count | | 20 | | 20 |
| | | % of Total | | 5.0% | | 5.0% |
| | Holistic wellness | Count | | 20 | | 20 |
| | | % of Total | | 5.0% | | 5.0% |
| Total | Count | 160 | 180 | 60 | 400 | |
| | % of Total | 40.0% | 45.0% | 15.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.63 indicates the purpose to use spa service of the respondents divided by marital status, it can be seen that international tourists who are single person have the purpose to use spa service for losing weight. It represented by 60 international tourists or 15.0 percent. For the international tourists who are married people have the purpose to use spa service for being relaxation, it is represented 60 respondents or 15.0 percent. For the international tourists who are divorce people have the purpose to use spa service for being relaxation, it is represented 40 respondents or 10.0 percent.

Table 5.64: The major motive for using spa service of the respondents divided by marital status

| Single Mean (max-min) | Married Mean (max-min) | Divorce Mean (max-min) |
|--------------------------|---------------------------|----------------------------|
| Ambience (4.88) | Ambience (4.96) | Safety and security (4.80) |
| Therapists (4.50) | Spa facilities (4.88) | Accessibility (4.75) |
| Spa facilities (4.38) | Service (4.70) | Reputation (4.68) |
| Location (4.25) | Location (4.60) | Ambience (4.50) |

| | | |
|----------------------------|----------------------------|-----------------------|
| Amenities (4.00) | Therapists (4.36) | Spa facilities (4.35) |
| Safety and security (3.85) | Safety and security (4.25) | Location (4.25) |
| Service (3.66) | Reputation (4.12) | Therapist (4.12) |
| Reputation (3.50) | Reasonable price (4.00) | Reputation (4.00) |
| Accessibility (3.25) | Amenities (3.85) | Service (3.85) |
| Reasonable price (3.00) | Accessibility (3.25) | Amenities (3.50) |

Source: Survey data gathered on November- January, 2004

Table 5.64 indicates the major motive for using spa service of the respondents divided by marital status, it can be seen that international tourists who are single people have rated the major motive for using spa service as respectfully: ambience, therapist, spa facilities, location, amenities, safety and security, service, reputation, accessibility, and reasonable price. For the international tourists who are married people, the major motives for using spa service are as respectfully: ambience, spa facilities, service, location, therapists, safety and security, reputation, reasonable price, amenities and accessibility. For the international tourists who are divorce people, the major motives for using spa service are as respectfully: safety and security, accessibility, reputation, ambience, spa facilities, location, therapists, reputation, service, and amenities.

Table 5.65: The expectation of payment for using spa service of the respondents divided by marital status

The expectation to pay for using spa service * Marital status Crosstabulation

| | | | Marital status | | | Total |
|--|-----------------|------------|----------------|---------|---------|--------|
| | | | Single | Married | Divorce | |
| The expectation to pay for using spa service | Less than 1,000 | Count | | | 40 | 40 |
| | | % of Total | | | 10.0% | 10.0% |
| | 1,001- 2,000 | Count | 40 | 20 | | 60 |
| | | % of Total | 10.0% | 5.0% | | 15.0% |
| | 2,001-3,000 | Count | 80 | 100 | 20 | 200 |
| | | % of Total | 20.0% | 25.0% | 5.0% | 50.0% |
| | 3,001-4,000 | Count | 40 | 20 | | 60 |
| | | % of Total | 10.0% | 5.0% | | 15.0% |
| | 4,001-5,000 | Count | | 20 | | 20 |
| | | % of Total | | 5.0% | | 5.0% |
| | More than 5,000 | Count | | 20 | | 20 |
| | | % of Total | | 5.0% | | 5.0% |
| Total | | Count | 160 | 180 | 60 | 400 |
| | | % of Total | 40.0% | 45.0% | 15.0% | 100.0% |

Source: Survey data gathered on November- January, 2004

Table 5.65 indicates the expectation of payment for using spa service of the respondents divided by marital status, it can be seen that international tourists who are single person have expected to pay for using spa service about 2,001-3,000 baht. It is represented 80 respondents or 20.0 percent. For international tourists who are married people have expected to pay for using spa service about 2,001- 3,000 baht. It is represented 100 respondents or 25.0 percent. For international tourists who are divorce people have expected to pay for using spa service about less than 1,000 baht. It is represented 40 respondents or 10.0 percent.

Table 5.66: The most favorite spa activities of the respondents divided by marital status

| Marital Status | | |
|------------------------------|----------------------------------|----------------------------------|
| Single Mean (max-min) | Married Mean (max-min) | Divorce Mean (max-min) |
| Body massage (5.0) | Hydrotherapy (5.0) | Body massage (5.0) |
| Aromatherapy (4.90) | Acupuncture (4.90) | Stress management (4.95) |
| Detoxification (4.85) | A salon for hair and nail (4.85) | Detoxification (4.80) |
| Body wraps and scrubs (4.75) | Meditation (4.70) | A salon for hair and nail (4.75) |
| Acupuncture (4.50) | Yoga (4.60) | Meditation (4.70) |

Source: Survey data gathered on November- January, 2004

Table 5.66: indicates the most favorite spa activities of the respondents divided by marital status, it can be seen that international tourists who are single person have rated the most favorite spa activities as respectfully: body massage, aromatherapy, detoxification, body wraps and scrubs and acupuncture. For the international tourists who are married people have rated the most favorite spa activities are as respectfully: hydrotherapy, acupuncture, a salon for hair and nail, meditation, and Yoga. For the international tourists who are divorce people have rated the most favorite spa activities are as respectfully: body massage, stress management, detoxification, a salon for hair and nail, and meditation.

Table 5.67: The most favorite spa facilities of the respondents divided by marital status

| Marital Status | | |
|----------------------------|--|--|
| Single Mean (max-min) | Married Mean (max-min) | Divorce Mean (max-min) |
| Herbal stream room (5.0) | Sliming and muscle toning machines (5.0) | Sliming and muscle toning machines (5.0) |
| Hydrotherapy (4.90) | Mineral baths (4.90) | Mineral baths (4.95) |
| Fitness studio (4.85) | Hydrotherapy (4.85) | Mud wraps (4.80) |
| Relaxation area (4.75) | Dry treatment room (4.70) | Fitness studio (4.75) |
| Hair dressing salon (4.50) | Hair dressing salon (4.60) | Relaxation area (4.70) |

Source: Survey data gathered on November- January, 2004

Table 5.67: indicates the most favorite spa facilities of the respondents divided by marital status, it can be seen that international tourists who are single person have rated the most favorite spa facilities as respectfully: herbal stream room, hydrotherapy, fitness studio, relaxation area, and hair dressing salon. For the international tourists who are married have rated the most favorite spa facilities are as respectfully: sliming and muscle toning machines, mineral baths, hydrotherapy, dry treatment room, and hair dressing salon. For the international tourists who are divorce people have rated the most favorite spa facilities are as respectfully: sliming and muscle toning machines, mineral baths, mud wraps, fitness studio, and relaxation area.

Table 5.68: The most favorite product brand of spa of the respondents divided by marital status

| Marital Status | | |
|------------------|-------------------|-----------------|
| Single | Married | Divorce |
| Mean (max-min) | Mean (max-min) | Mean (max-min) |
| Dr Spiller (5.0) | Jurlique (5.0) | Jurlique (5.0) |
| Clinique (4.90) | Clinique (4.90) | Thalgo (4.95) |
| Jamjan (4.85) | Dr Spiller (4.85) | Clinique (4.80) |
| Loreal (4.75) | Loreal (4.75) | Jamjan (4.75) |
| Hanako (4.50) | Hanako (4.50) | Loreal (4.70) |

Source: Survey data gathered on November- January, 2004

Table 5.68: indicates the most favorite product brand of spa of the respondents divided by marital status, it can be seen that international tourists who are single person have rated the most favorite product brand of spa as respectably: Dr Spiller, Clinique, Jamjan, Loreal and Hanako. For the international tourists who are married people have rated the most favorite product brands of spa are as respectably: Jurlique, Clinique, Dr Spiller, Loreal, and Hanako. For the international tourists who are divorce people have rated the most favorite product brands of spa are as respectably: Jurlique, Thalgo, Clinique, Jamjan and Loreal.

Table 5.69: The preference to type of spa herb of the respondents divided by marital status

Type of herb * Marital status Crosstabulation

| | | | Marital status | | | Total |
|--------------|-----------------|------------|----------------|---------|---------|-------|
| | | | Single | Married | Divorce | |
| Type of herb | Thai herb | Count | 120 | 100 | 60 | 280 |
| | | % of Total | 30.0% | 25.0% | 15.0% | 70.0% |
| | Chinese herb | Count | 20 | 60 | | 80 |
| | | % of Total | 5.0% | 15.0% | | 20.0% |
| | Australian herb | Count | 20 | 20 | | 40 |
| | | % of Total | 5.0% | 5.0% | | 10.0% |
| Total | Count | 160 | 180 | 60 | 400 | |
| | % of Total | 40.0% | 45.0% | 15.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.69: indicates the preference to type of spa herb of the respondents divided by marital status, it can be seen that international tourists who are single have preferred Thai herb. It is represented 120 respondents or 30.0 percent. For the

international tourists who are married have preferred Thai herb to be their spa herb. It is represented 100 respondents or 25.0 percent. For the international tourists who are divorce people have preferred Thai herb to be their spa herb. It is represented 60 respondents or 15.0 percent.

Table 5.70: The expectation for using spa service of the respondents divided by marital status

Table 5.70: indicates the expectation for using spa service of the respondents divided by marital status, it can be seen that the international tourists who are single person have mostly expected to the reasonable price of spa service (mean = 3.75), the skills of staff in providing spa service (mean = 4.12), hygiene and cleanliness (mean = 3.87), room decoration and comfort (mean = 3.75), the ability of staff in understanding the foreign language (mean = 4.00), and the quality of spa service in Bangkok (mean = 4.50). For the international tourists who are married people have mostly expected to the reasonable price of spa service (mean = 3.11), the skills of staff in providing spa service (mean = 4.44), separate men's and women's facility area (mean = 3.78), hygiene and cleanliness (mean = 3.89), room decoration and comfort (mean = 3.67), safety and security (mean = 4.11), the variety of spa service (mean = 4.33), the ability of staff in understanding the foreign language (mean = 3.78), and the quality of spa service in Bangkok (mean = 4.44). For the international tourists who are divorce people have mostly expected the reasonable price of spa service (mean = 3.40), the skills of staff in providing spa service (mean = 4.67), separate men's and women's facility area (mean = 3.67), hygiene and cleanliness (mean = 4.67), safety and security (mean = 4.33), and the quality of spa service in Bangkok (mean = 4.33).

Table 5.70: The expectation for using spa service of the respondents divided by marital status

Report

| Marital status | Spa service attribute | | | | | | | | |
|----------------|-----------------------------------|--|--|---------------------------|-------------------------------|-----------------------|------------------------------|-------------------------------------|--------------------------|
| | (Reasonable price of spa service) | (Skills of staff in providing spa service) | (Separate men's and women's facility area) | (Hygiene and cleanliness) | (Room decoration and comfort) | (Safety and security) | (The variety of spa service) | (Foreign language ability of staff) | (Quality of spa service) |
| Single | Mean First | 3.75 unimportant | 4.12 hard to decide | 3.50 important | 3.87 important | 3.75 important | 3.75 important | 4.00 very important | 4.50 very important |
| Married | Mean First | 3.11 unimportant | 4.44 important | 3.78 important | 3.89 important | 3.67 important | 4.33 important | 3.78 important | 4.44 important |
| Divorce | Mean First | 3.33 very unimportant | 4.67 important | 3.67 unimportant | 4.67 very important | 4.00 important | 4.00 important | 4.00 important | 4.33 important |
| Total | Mean First | 3.40 unimportant | 4.35 important | 3.65 important | 4.00 important | 3.75 important | 4.05 important | 3.90 important | 4.45 important |

Source: Survey data gathered on November- January, 2004

Table 5.71: The expectation to the service of personal spa for using spa service of the respondents divided by marital status

Report

| Marital status | The service of personal spa (Willingness to provide spa service) | The service of personal spa (Skills in providing spa service) | The service of personal spa (Friendliness to guests) | The service of personal spa (Support for special guest needs) | The service of personal spa (Knowledge about spa service) | The service of personal spa (At least 2 years experience in spa service) | The service of personal spa (At least certificated graduation in health service) | The service of personal spa (Foreign language ability) | The service of personal spa (Efficiency and accuracy in service) | The service of personal spa (Personal appearance) | The service of personal spa (Spa service quality) | | |
|----------------|--|---|--|---|---|--|--|--|--|---|---|------------------------|------------------------|
| | Single | Mean First | 3.88 important | 4.25 important | 4.13 important | 3.50 important | 3.87 important | 3.38 important | 3.87 important | 3.62 important | 4.25 important | 4.13 important | 4.37 hard to decide |
| | Married | Mean First | 3.78 important | 4.11 important | 3.22 unimportant | 3.33 important | 4.00 important | 3.67 important | 3.22 important | 3.78 important | 3.78 unimportant | 3.67 important | 4.33 important |
| | Divorce | Mean First | 5.00 very important | 5.00 very important | 5.00 very important | 4.67 very important | 4.67 very important | 4.67 very important | 4.00 important | 4.00 important | 5.00 very important | 4.00 very important | 4.33 very important |
| | Total | Mean First | 4.00 important | 4.30 important | 3.85 unimportant | 3.60 important | 4.05 important | 3.70 important | 3.60 important | 3.75 important | 4.15 unimportant | 3.90 important | 4.35 important |

Source: Survey data gathered on November- January, 2004

Table 5.71: indicates the expectation to the service of personal spa for using spa service of the respondents divided by marital status, it can be seen that the international tourists who are single person have mostly expected to the skills in providing spa service (mean = 4.25), friendliness to guests (mean = 4.13), support for special guest needs (mean = 3.50), the knowledge of spa service (mean = 3.87), at least certificated graduation in health service (mean = 3.87), the efficiency and accuracy in service (mean = 4.25), personal appearance (mean 4.13), and the spa service quality (mean = 4.37). For the international tourists who are married people have mostly expected to willingness to provide spa service (mean = 3.78), the skills in providing spa service (mean = 4.11), the friendliness to the guests (mean = 3.22), the knowledge of spa service (mean = 4.00), the experience at least 2 years of staff (mean = 3.67), the foreign language ability (mean = 3.78), the efficiency and accuracy in service (mean = 3.78), the personal appearance (mean = 3.67), and the spa service quality (mean = 4.33). For the international tourists who are divorce have mostly expected to willingness to provide spa service (mean = 5.00), the skills in providing spa service (mean = 5.00), the friendliness to the guests (mean = 5.00), support for special guest's needs (mean = 4.67), the knowledge of spa service (mean = 4.67), the experience at least 2 years of staff (mean = 4.67), the efficiency and accuracy in service (mean = 5.00), the personal appearance (mean = 4.00), and the spa service quality (mean = 4.33).



Table 5.72: The expectation to spa location of the respondents divided by marital status

| Report | | | | | | | | |
|----------------|---|---|--|--|---|---|--|----------------|
| | The spa location attribute (The place of spa service is easy to find) | The spa location attribute (The place of spa service is a safe place) | The spa location attribute (The entrances of spa service are easy to access) | The spa location attribute (The place of spa service is obviously separated from other businesses) | The spa location attribute (Enough parking space) | The spa location attribute (The place of spa service is a private place for individual) | The spa location attribute (The sufficient light system for spa service) | |
| Marital status | Mean | 3.62 | 4.00 | 3.75 | 3.88 | 3.62 | 4.37 | 3.88 |
| | First | important | important | important | important | important | important | important |
| Married | Mean | 3.67 | 3.78 | 3.78 | 3.67 | 3.22 | 4.00 | 3.44 |
| | First | very important | important | important | important | important | important | unimportant |
| Divorce | Mean | 4.33 | 4.00 | 4.67 | 4.67 | 4.00 | 4.33 | 4.67 |
| | First | important | important | very important | very important | important | very important | very important |
| Total | Mean | 3.75 | 3.90 | 3.90 | 3.90 | 3.50 | 4.20 | 3.80 |
| | First | very important | important | important | important | important | important | unimportant |

Source: Survey data gathered on November- January, 2004

Table 5.72: The expectation to spa location of the respondents divided by marital status (Continue)

| | | Report | | | | |
|----------------|-------|--|---|--|---|--|
| Marital status | | The spa location attribute (The sufficient ventilation system) | The spa location attribute (The sanitation of waste elimination system) | The spa location attribute (The decoration of spa place is suitable) | The spa location attribute (The area of spa non-smoking and non alcohol area) | The spa location attribute (The price and type of spa service are informed on a board) |
| Single | Mean | 4.13 | 4.75 | 4.38 | 4.25 | 4.00 |
| | First | important | important | important | important | important |
| Married | Mean | 3.44 | 3.33 | 3.78 | 3.22 | 4.22 |
| | First | important | important | important | unimportant | important |
| Divorce | Mean | 4.33 | 4.33 | 4.67 | 5.00 | 4.00 |
| | First | important | very important | very important | very important | important |
| Total | Mean | 3.85 | 4.05 | 4.15 | 3.90 | 4.10 |
| | First | important | important | important | unimportant | important |

Source: Survey data gathered on November- January, 2004

Table 5.72: indicates the expectation to spa location of the respondents divided by marital status, it can be seen that the international tourists who are single person have mostly expected to the place of spa service is easy to find (mean = 3.62), the place of spa service is a safe place (mean = 4.00), the entrances of spa service are easy to access (mean = 3.75), the place of spa service is obviously separated from other businesses (mean = 3.88), the place of spa service is a private place for individual (mean = 4.37), the sufficient ventilation system (mean = 4.13), the sanitation of waste elimination system (mean = 4.75), the decoration of spa place is suitable (mean = 4.38), the area of spa service is non smoking and non alcohol area (mean 4.25), and the price and type of spa service are informed on a board (mean = 4.00). The international tourists who are married people have mostly expected to the place of spa service is easy to find (mean = 3.67), the place of spa service is a safe place (mean = 3.78), the entrance of spa service is easily to access (mean = 3.78), the place of spa service is obviously separated from other businesses (mean = 3.67), enough parking space (mean = 3.22), the place of spa service is a private place for individual (mean = 4.00), the sufficient light system for spa service (mean = 3.44), the decoration of spa place is suitable (mean = 3.78), the area of spa service is non smoking and non alcohol area (mean = 3.22), and the price and type of spa service are informed on a board (4.22). The international tourists who are divorce people have mostly expected to the place of spa service is easy to find (mean = 4.33), the place of spa service is a safe place (mean = 4.00), the entrance of spa service is easily to access (mean = 4.67), the place of spa service is obviously separated from other businesses (mean = 4.67), the place of spa service is a private place for individual (mean = 4.33), the sufficient light system for spa service (mean = 4.67), the sufficient ventilation system (mean = 4.33), the sanitation of waste elimination system (mean = 4.33), the decoration of spa place is suitable (mean = 4.67), and the area of spa service is non smoking and non alcohol area (mean = 5.00).

Table 5.73: The expectation to safe standard of spa service of the respondents divided by marital status

Report

| Marital status | | The safe standard of spa service (The first aid kits are ready to use) | The safe standard of spa service (The warning signs are presented in the risk areas) | The safe standard of spa service (The skills and knowledge of staff in using special product and equipment) | The safe standard of spa service (The clock is easy to see in order to set the time of using spa equipment) | The safe standard of spa service (The automatic thermometers are set in the thermal rooms) | The safe standard of spa service (To monitor and control the quality of water in spa service) | The safe standard of spa service (Clean, unused linens and spa wear) | The safe standard of spa service (Sanitized, clean, unclogged working surfaces) |
|----------------|-------|--|--|---|---|--|---|--|---|
| Single | Mean | 4.13 | 4.12 | 3.87 | 3.38 | 4.00 | 4.12 | 4.50 | 4.38 |
| | First | very important | important | important | hard to decide | important | important | very important | important |
| Married | Mean | 3.33 | 3.33 | 3.56 | 2.56 | 3.56 | 2.78 | 3.44 | 3.67 |
| | First | hard to decide | important | important | unimportant | hard to decide | important | important | unimportant |
| Divorce | Mean | 4.00 | 4.00 | 3.67 | 3.33 | 4.00 | 4.33 | 4.67 | 5.00 |
| | First | very important | important | very important | unimportant | unimportant | important | important | very important |
| Total | Mean | 3.75 | 3.75 | 3.70 | 3.00 | 3.80 | 3.55 | 4.05 | 4.15 |
| | First | hard to decide | important | important | unimportant | hard to decide | important | important | unimportant |

Source: Survey data gathered on November- January, 2004

Table 5.73: The expectation to safe standard of spa service of the respondents divided by marital status (*Continue*)

Report

| Marital status | Report | | | | | | |
|----------------|---|---|--|---|--|---|--|
| | The safe standard of spa service (Professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface) | The safe standard of spa service (For any tools or implement breaking the surface of the skin a disposable tool is recommended) | The safe standard of spa service (Implements must be cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave) | The safe standard of spa service (Technicians must have freshly washed and dried hands or have surgical gloves on during spa treatment) | The safe standard of spa service (Waste receptacles and laundry bins must be sealed and covered) | The safe standard of spa service (Tools and products must be clearly labeled and safety stored) | The safe standard of spa service (To set of the fire caution system) |
| Single | Mean First 4.25 important | 4.13 important | 4.00 hard to decide | 4.00 important | 4.00 hard to decide | 3.63 hard to decide | 3.62 unimportant |
| Married | Mean First 3.44 important | 3.56 important | 3.22 unimportant | 3.56 hard to decide | 3.56 important | 3.67 unimportant | 3.78 important |
| Divorce | Mean First 4.00 unimportant | 4.67 very important | 4.33 important | 4.67 important | 4.67 very important | 4.33 important | 4.67 very important |
| Total | Mean First 3.85 important | 3.95 important | 3.70 unimportant | 3.90 hard to decide | 3.90 important | 3.75 unimportant | 3.85 important |

Source: Survey data gathered on November- January, 2004

Table 5.73: indicates the expectation to safe standard of spa service of the respondents divided by marital status, it can be seen that the international tourists who are single person have mostly expected to the first aid kits are ready to use (mean = 4.13), the warning signs are presented in the risk areas (mean = 4.12), the skills and knowledge of staff in using special product and equipment (mean = 3.87), the clock is easy to see in order to set the time of using spa equipment (mean = 3.38), the automatic thermometers are set in the thermal rooms (mean = 4.00), to monitor and control the quality of water in spa service (mean = 4.12), clean, unused linens and spa wear (mean = 4.50), sanitized, clean, uncluttered working surfaces (mean = 4.38), sealed containers for implements like cotton balls and facial pads (mean = 4.25), professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface (mean = 4.00), for any tool or implement breaking the surface of the skin a disposable tool is recommended (mean = 4.13), implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.00), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 4.00), waste receptacles and laundry bins must be sealed and covered (mean = 4.12), tools and products must be clearly labeled and safety stored (mean = 3.63), and to set of the fire caution system (mean = 3.62).

The international tourists who are married people have mostly expected to the first aid kits are ready to use (mean = 3.33), the automatic thermometers are set in the thermal rooms (mean = 3.56), clean, unused linens and spa wear (mean = 3.44), sanitized, clean, uncluttered working surfaces (mean = 3.67), sealed containers for implements like cotton balls and facial pads (mean = 3.44), professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface (mean = 3.22), for any tool or implement breaking the surface of the skin a disposable tool is recommended (mean = 3.56), implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 3.56), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 3.56), waste receptacles and laundry bins must be sealed and covered (mean = 3.78), tools and products must be clearly labeled and safety stored (mean = 3.67), and to set of the fire caution system (mean = 3.78).

The international tourists who are divorce people have mostly expected to the first aid kits are ready to use (mean = 4.00), the skills and knowledge of staff in using special product and equipment (mean = 3.67), the automatic thermometers are set in the thermal rooms (mean = 4.00), to monitor and control the quality of water in spa service (mean = 4.33) , clean, unused linens and spa wear (mean = 4.67), sanitized, clean, uncluttered working surfaces (mean = 5.00), sealed containers for implements like cotton balls and facial pads (mean = 4.00), professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface (mean = 4.33), for any tool or implement breaking the surface of the skin a disposable tool is recommended (mean = 4.67), implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.67), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 4.67), waste receptacles and laundry bins must be sealed and covered (mean = 4.33), tools and products must be clearly labeled and safety stored (mean = 4.33), and to set of the fire caution system (mean = 4.67).

Table 5.74: Main tourism purpose of the respondents divided by occupation

The main purpose of traveling to Thailand * Occupation Crosstabulation

| | | | Occupation | | | | | | Total |
|---|--------------------------------|------------|--------------|--------------------|----------|-----------|--------|--------|--------|
| | | | Business man | Government officer | Engineer | Programer | Doctor | others | |
| The main purpose of traveling to Thailand | Business | Count | 160 | 20 | 40 | | | 20 | 240 |
| | | % of Total | 40.0% | 5.0% | 10.0% | | | 5.0% | 60.0% |
| | Visivesiting friends and relat | Count | | | | | | 20 | 20 |
| | | % of Total | | | | | | 5.0% | 5.0% |
| | Education | Count | | | | | 20 | 60 | 80 |
| | | % of Total | | | | | 5.0% | 15.0% | 20.0% |
| | Meeting/ Seminar | Count | | 20 | | | | | 20 |
| | | % of Total | | 5.0% | | | | | 5.0% |
| | Holiday/ Vacation | Count | | | 20 | 20 | | | 40 |
| | | % of Total | | | 5.0% | 5.0% | | | 10.0% |
| Total | | Count | 160 | 40 | 60 | 20 | 20 | 100 | 400 |
| | | % of Total | 40.0% | 10.0% | 15.0% | 5.0% | 5.0% | 25.0% | 100.0% |

Source: Survey data gathered on November- January, 2004

Table 5.74, it shows that the main tourism purpose of the respondents divided by occupation are as follows:

Among 400 international tourists, the highest percentages of international tourists who are businessman have the tourism purpose to do the business in Thailand.

It represented by 160 international tourists or 40.0 percent. Business and meeting or seminar are the tourism purposes of international tourists who are government officers. It represented by 20 international tourists or 5.0 percent. The highest percentages of international tourists who are engineer have a tourism purpose to do a business in Thailand. It represented by 40 international tourists or 10 percent. The highest percentages of international tourists who are programmers have a tourism purpose to take a holiday in Thailand. It represented by 20 international tourists or 5 percent. The highest percentages of international tourists who are doctors have a tourism purpose to study in Thailand. It represented by 20 international tourists or 5 percent.

Table 5.75: The experience of spa using of the respondents divided by occupation

The frequency time of visiting to Thailand * Occupation Crosstabulation

| | | | Occupation | | | | | | Total |
|--|-------------------|------------|--------------|--------------------|----------|-----------|--------|--------|-------|
| | | | Business man | Government officer | Engineer | Programer | Doctor | others | |
| The frequency time of visiting to Thailand | 2 times | Count | | | | 20 | | | 20 |
| | | % of Total | | | | 5.0% | | | 5.0% |
| | 3 times | Count | | 20 | 20 | | | 20 | 60 |
| | | % of Total | | 5.0% | 5.0% | | | 5.0% | 15.0% |
| | 4 times | Count | | | 20 | | | 20 | 40 |
| | | % of Total | | | 5.0% | | | 5.0% | 10.0% |
| | More than 5 times | Count | 160 | 20 | 20 | | 20 | 60 | 280 |
| | | % of Total | 40.0% | 5.0% | 5.0% | | 5.0% | 15.0% | 70.0% |
| Total | Count | 160 | 40 | 60 | 20 | 20 | 100 | 400 | |
| | % of Total | 40.0% | 10.0% | 15.0% | 5.0% | 5.0% | 25.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.75, it shows that the experience of spa using of the international tourists divided by occupation

Among 400 international tourists, the highest percentages of international tourists who are businessman have been to Thailand for more than 5 times. It represented by 160 international tourists or 40.0 percent. For the international tourists who are government officer have been to Thailand for 3 times and more than 5 times. It represented by 20 international tourists or 5.0 percent. The highest percentages of international tourists who are engineer have been to Thailand for 3 times, 4 times, and more than 5 times. It represented by 20 international tourists or 5 percent. The highest percentages of international tourists who are programmer have been to Thailand for 2 times. It represented by 20 international tourists or 5 percent. The highest percentages of international tourists who are doctor have been to Thailand for more than 5 times. It represented by 20 international tourists or 5 percent.

Table 5.76: The experience of spa using of the respondents divided by occupation**The experience of spa using * Occupation Crosstabulation**

| | | | Occupation | | | | | | Total |
|-----------------------------|------------------|------------|--------------|--------------------|----------|------------|--------|--------|--------|
| | | | Business man | Government officer | Engineer | Programmer | Doctor | others | |
| The experience of spa using | Never | Count | | | 20 | | | | 20 |
| | | % of Total | | | 5.0% | | | | 5.0% |
| | 1-2 times | Count | 40 | 20 | | | 20 | | 80 |
| | | % of Total | 10.0% | 5.0% | | | 5.0% | | 20.0% |
| | 3-4 times | Count | 80 | 20 | 20 | 20 | | 40 | 180 |
| | | % of Total | 20.0% | 5.0% | 5.0% | 5.0% | | 10.0% | 45.0% |
| | More than 4 time | Count | 40 | | 20 | | | 60 | 120 |
| | | % of Total | 10.0% | | 5.0% | | | 15.0% | 30.0% |
| Total | | Count | 160 | 40 | 60 | 20 | 20 | 100 | 400 |
| | | % of Total | 40.0% | 10.0% | 15.0% | 5.0% | 5.0% | 25.0% | 100.0% |

Source: Survey data gathered on November- January, 2004

Table 5.76 indicates the experience of spa using of the respondents divided by occupation, it can be seen that most of international tourists who are businessman have used spa service in Thailand for 3-4 times. It represented by 80 international tourists or 20.0 percent. For the international tourists who are government officer have used spa service in Thailand for 1-2 times and 3-4 times. It represented by 20 international tourists or 5.0 percent. The most percentages of international tourists who are engineer have used spa service in Thailand for 3-4 times and more than 4 times. It represented by 20 international tourists or 5.0 percent. The most percentages of international tourists who are programmer have used spa service in Thailand for 3-4 times. It represented by 20 international tourists or 5.0 percent. And the most percentages of international tourists who are doctor have used spa service in Thailand for 1-2 times. It represented by 20 international tourists or 5.0 percent.

Table 5.77: The information source of spa service of the respondents divided by occupation

| Tourist Information sources | Business man | Government officer | Engineer | Programmer | Teacher | Doctor | Lawyer |
|-----------------------------|--------------|--------------------|----------|------------|---------|--------|--------|
| -Friends and relatives | 120 | 20 | - | 20 | - | - | - |
| -Radio | 100 | 20 | 20 | 20 | - | - | - |
| -TV program | 120 | - | - | - | - | - | - |
| -Newspaper | 100 | - | 20 | 20 | - | 20 | - |
| -Magazine | 60 | 20 | 20 | - | - | 20 | - |
| -Guide Book | 40 | 20 | 20 | 20 | - | 20 | - |

| | | | | | | | |
|-----------------------------|----|----|----|----|---|----|---|
| -Travel agent | 60 | 20 | 20 | - | - | - | - |
| -Tourist Information Center | - | 20 | 20 | 20 | - | - | - |
| -Internet | 60 | 20 | 40 | 20 | - | 20 | - |
| -Tourist brochure | 40 | 40 | 20 | - | - | - | - |
| -Travel exhibition | - | - | 20 | - | - | - | - |
| -TAT | 20 | 40 | 20 | - | - | - | - |

Source: Survey data gathered on November- January, 2004

Table 5.77 indicates the information source of spa service of the respondents divided by occupation, it can be seen that most of international tourists who are businessman have received the information about spa service from friends and relatives, radio, TV program, newspaper, magazine, guide book, travel agent, Internet, tourist brochure, and TAT. For the most of international tourists who are government officer have received the information about spa service from friends and relatives, radio, magazine, guide book, travel agent, tourist information center, Internet, tourist brochure, and TAT. For the most of international tourists who are engineer have received the information about spa service from radio, newspaper, magazines, guide book, travel agent, tourist information center, Internet, tourist brochure, travel exhibition, and TAT. For the most of international tourists who are programmer have received the information about spa service from their friends and relatives, newspaper, guide book, tourist information center, and Internet. For the most of international tourists who are doctor have received the information about spa service from newspaper, magazines, guide book, and Internet.

Table 5.78: The purpose to use spa service of the respondents divided by occupation**The purpose to use spa service * Occupation Crosstabulation**

| | | | Occupation | | | | | | Total |
|--------------------------------|-------------------|------------|--------------|--------------------|----------|-----------|--------|--------|--------|
| | | | Business man | Government officer | Engineer | Programer | Doctor | others | |
| The purpose to use spa service | Stress-relief | Count | 60 | 20 | | | | | 80 |
| | | % of Total | 15.0% | 5.0% | | | | | 20.0% |
| | Relaxation | Count | 40 | | 20 | 20 | 20 | 40 | 140 |
| | | % of Total | 10.0% | | 5.0% | 5.0% | 5.0% | 10.0% | 35.0% |
| | Lose weight | Count | 40 | | | | | 60 | 100 |
| | | % of Total | 10.0% | | | | | 15.0% | 25.0% |
| | Physical fitness | Count | 20 | | 20 | | | | 40 |
| | | % of Total | 5.0% | | 5.0% | | | | 10.0% |
| | Spa cuisine | Count | | | 20 | | | | 20 |
| | | % of Total | | | 5.0% | | | | 5.0% |
| | Holistic wellness | Count | | 20 | | | | | 20 |
| | | % of Total | | 5.0% | | | | | 5.0% |
| Total | | Count | 160 | 40 | 60 | 20 | 20 | 100 | 400 |
| | | % of Total | 40.0% | 10.0% | 15.0% | 5.0% | 5.0% | 25.0% | 100.0% |

Source: Survey data gathered on November- January, 2004

Table 5.78 indicates the purpose to use spa service of the respondents divided by occupation, it can be seen that international tourists who are businessman have the purpose to use spa service for reliving their stress. It represented by 60 international tourists or 15.0 percent. For the international tourists who are government officer have the purpose to use spa service for reliving their stress, it is represented 20 respondents or 5.0 percent. For the international tourists who are engineer have the purpose to use spa service for being relaxation and exercising, it is represented 20 respondents or 5.0 percent. For the international tourists who are programmer have the purpose to use spa service for being relaxation, it is represented 20 respondents or 5.0 percent.

For the international tourists who are doctor have the purpose to use spa service for being relaxation, it is represented 20 respondents or 5.0 percent.

Table 5.79: The major motive for using spa service of the respondents divided by occupation

| Occupations | | | | |
|-------------------|---------------------------|-------------------------|----------------------------|----------------------------|
| Businessman | Government officer | Engineer | Programmer | Doctor |
| Ambience (5.0) | Safety and security (5.0) | Accessibility (5.0) | Service (5.0) | Service (5.0) |
| Therapists (4.95) | Service (4.95) | Reasonable price (4.90) | Location (4.95) | Location (4.95) |
| Service (4.90) | Reputation (4.80) | Service (4.85) | Safety and security (4.90) | Safety and security (4.90) |

| | | | | |
|----------------------------|-------------------------|----------------------------|-------------------------|-------------------------|
| Spa facilities (4.85) | Ambience (4.75) | Ambience (4.80) | Reasonable price (4.80) | Reasonable price (4.80) |
| Safety and security (4.80) | Spa facilities (4.70) | Amenities (4.70) | Reputation (4.75) | Reputation (4.75) |
| Accessibility (4.75) | Reasonable price (4.60) | Location (4.65) | Accessibility (4.55) | Accessibility (4.55) |
| Amenities (4.70) | Accessibility (4.55) | Reputation (4.60) | Amenities (4.50) | Amenities (4.50) |
| Reputation (4.50) | Amenities (4.50) | Safety and security (4.50) | Ambience (4.40) | Ambience (4.40) |
| Location (4.45) | Therapists (4.45) | Therapists (4.45) | Spa facilities (4.20) | Spa facilities (4.20) |
| Reasonable price (4.40) | Location (4.30) | Spa facilities (4.40) | Therapists (4.0) | Therapists (4.0) |

Source: Survey data gathered on November- January, 2004

Table 5.79 indicates the major motive for using spa service of the respondents divided by occupation, it can be seen that international tourists who are businessman have rated the major motive for using spa service as respectably: ambience, therapist, service, spa facilities, safety and security, accessibility, amenities, reputation, location, and reasonable price. For the international tourists who are government officer, the major motives for using spa service are as respectably: safety and security, service, reputation, ambience, spa facilities, reasonable price, accessibility, amenities, therapists, and location. For the international tourists who are engineer, the major motives for using spa service are as respectably: accessibility, reasonable price, service, ambience, amenities, location, reputation, safety and security, therapists, and spa facilities. For the international tourists who are programmer, the major motives for using spa service are as respectably: service, location, safety and security, reasonable price, reputation, accessibility, amenities, ambience, spa facilities, and therapists. For the international tourists who are doctor, the major motives for using spa service are as respectably: service, location, safety and security, reasonable price, reputation, accessibility, amenities, ambience, spa facilities, and therapists.

Table 5.80: The expectation of payment for using spa service of the respondents divided by occupation

The expectation to pay for using spa service * Occupation Crosstabulation

| | | | Occupation | | | | | |
|--|-----------------|------------|--------------|--------------------|----------|-----------|--------|--------|
| | | | Business man | Government officer | Engineer | Programer | Doctor | others |
| The expectation to pay for using spa service | Less than 1,000 | Count | | | 20 | 20 | | |
| | | % of Total | | | 5.0% | 5.0% | | |
| | 1,001- 2,000 | Count | 20 | | | | | 40 |
| | | % of Total | 5.0% | | | | | 10.0% |
| | 2,001-3,000 | Count | 100 | 20 | 20 | | 20 | 40 |
| | | % of Total | 25.0% | 5.0% | 5.0% | | 5.0% | 10.0% |
| | 3,001-4,000 | Count | 20 | | 20 | | | 20 |
| | | % of Total | 5.0% | | 5.0% | | | 5.0% |
| Total | 4,001-5,000 | Count | 20 | | | | | |
| | | % of Total | 5.0% | | | | | |
| Total | More than 5,000 | Count | | 20 | | | | |
| | | % of Total | | 5.0% | | | | |
| | | | Count | 160 | 40 | 60 | 20 | 20 |
| | | | % of Total | 40.0% | 10.0% | 15.0% | 5.0% | 5.0% |
| | | | | | | | | 100 |
| | | | | | | | | 25.0% |
| | | | | | | | | 400 |
| | | | | | | | | 100.0% |

Source: Survey data gathered on November- January, 2004

Table 5.80 indicates the expectation of payment for using spa service of the respondents divided by occupation, it can be seen that international tourists who are businessman have expected to pay for using spa service about 2,001-3,000 baht. It is represented 100 respondents or 25.0 percent. For international tourists who are government officer have expected to pay for using spa service about 2,001- 3,000 baht and more than 5,000 baht. It is represented 20 respondents or 5.0 percent. For international tourists who are engineer have expected to pay for using spa service about less than 1,000 baht, 2,001-3,000 baht, and 3,001-4,000 baht. It is represented 20 respondents or 5.0 percent. For international tourists who are programmer have expected to pay for using spa service about less than 1,000 baht. It is represented 20 respondents or 5.0 percent. And international tourists who are doctor have expected to pay for using spa service about 2,001-3,000 baht. It is represented 20 respondents or 5.0 percent.

Table 5.81: The most favorite spa activities of the respondents divided by occupation

| Occupations | | | | |
|------------------------------|------------------------------|----------------------------------|----------------------------------|--------------------------|
| Businessman | Government officer | Engineer | Programmer | Doctor |
| body massage (5.00) | body massage (5.0) | body massage (5.0) | body massage (5.0) | body massage (5.0) |
| mud and body wraps (4.95) | mud and body wraps (4.80) | Reflexology (3.95) | stress management (4.90) | Yoga (4.90) |
| stress management (4.80) | Detoxification (4.75) | Detoxification (4.70) | Detoxification (4.70) | stress management (4.70) |
| Aromatherapy (4.75) | body wraps and scrubs (4.60) | a salon for hair and nail (4.50) | a salon for hair and nail (4.50) | Detoxification (4.50) |
| body wraps and scrubs (4.50) | stress management (4.30) | Meditation (4.30) | Meditation (4.30) | Meditation (4.00) |

Source: Survey data gathered on November- January, 2004

Table 5.81: indicates the most favorite spa activities of the respondents divided by occupation, it can be seen that international tourists who are businessman have rated the most favorite spa activities as respectfully: body massage, mud and body wraps, stress management, aromatherapy, and body wraps and scrubs. For the international tourists who are government officer have rated the most favorite spa activities are as respectfully: body massage, mud and body wraps, detoxification, body wraps and scrubs, and stress management. For the international tourists who are engineer have rated the most favorite spa activities are as respectfully: body massage, reflexology, detoxification, a salon for hair and nail, and meditation. For the international tourists who are programmers have rated the most favorite spa activities are as respectfully: body massage, stress management, detoxification, a salon for hair and nail, and meditation. For the international tourists who are doctor have rated the most favorite spa activities are as respectfully: body massage, Yoga, stress management, detoxification, and meditation.

Table 5.82: The most favorite spa facilities of the respondents divided by occupation

| Occupations | | | | |
|---------------------------|---------------------------|--|--------------------------|--|
| Businessman | Government officer | Engineer | Programmer | Doctor |
| Saunas (5.0) | Saunas (5.0) | Sliming and muscle toning machines (5.0) | Herbal stream room (5.0) | Sliming and muscle toning machines (5.0) |
| Hydrotherapy (4.95) | Mineral baths (4.95) | Mineral baths (4.90) | Mineral baths (4.95) | Mineral baths (4.95) |
| Fitness studio (4.90) | Jacuzzi (4.80) | Jacuzzi (4.85) | Mud wraps (4.90) | Floral baths (4.90) |
| Relaxation area (4.85) | Dry treatment room (4.75) | Fitness studio (4.80) | Hydrotherapy (4.80) | Dry treatment room (4.80) |
| Hairdressing salon (4.80) | Relaxation area (4.70) | Cool dip pool (4.70) | Relaxation area (4.75) | Hairdressing salon (4.75) |

Source: Survey data gathered on November- January, 2004

Table 5.82: indicates the most favorite spa facilities of the respondents divided by occupation, it can be seen that international tourists who are businessman have rated the most favorite spa facilities as respectfully: herbal stream room, hydrotherapy, fitness studio, relaxation area, and hair dressing salon. For the international tourists who are government officer have rated the most favorite spa facilities are as respectfully: sliming and muscle toning machines, mineral baths, hydrotherapy, dry treatment room, and hair dressing salon. For the international tourists who are engineer have rated the most favorite spa facilities are as respectfully: sliming and muscle toning machines, mineral baths, mud wraps, fitness studio, and relaxation area. The international tourists who are programmer have rated the most favorite spa facilities as respectfully: herbal stream room, hydrotherapy, fitness studio, relaxation area, and hair dressing salon. For the international tourists who are doctor have rated the most favorite spa facilities are as respectfully: sliming and muscle toning machines, mineral baths, hydrotherapy, dry treatment room, and hair dressing salon.

Table 5.83: The most favorite product brand of spa of the respondents divided by occupation

| Occupations | | | | |
|------------------|--------------------|-------------------|-----------------|------------------|
| Businessman | Government officer | Engineer | Programmer | Doctor |
| Dr Spiller (5.0) | Decleor (5.0) | Decleor (5.0) | Jurlique (5.0) | Dr Spiller (5.0) |
| Clinique (4.95) | Jurlique (4.95) | Dr Spiller (4.90) | Thalgo (4.95) | Clinique (4.95) |
| Jamjan (4.90) | Thalgo (4.80) | Clinique (4.85) | Clinique (4.90) | Jamjan (4.90) |
| Loreal (4.85) | Loreal (4.75) | Jamjan (4.80) | Jamjan (4.80) | Loreal (4.80) |
| Hanako (4.80) | Hanako (4.70) | Loreal (4.70) | Loreal (4.75) | Hanako (4.75) |

Source: Survey data gathered on November- January, 2004

Table 5.83: indicates the most favorite product brand of spa of the respondents divided by occupation, it can be seen that international tourists who are business man have rated the most favorite product brand of spa as respectably: Dr Spiller, Clinique, Jamjan, Loreal and Hanako. For the international tourists who are government officer have rated the most favorite product brands of spa are as respectably: Decleor, Jurlique, Thalgo, Loreal, and Hanako. For the international tourists who are engineer have rated the most favorite product brands of spa are as respectably: Decleor, Dr Spiller, Clinique, Jamjan and Loreal. For the international tourists who are programmer have rated the most favorite product brands of spa are as respectably: Jurlique, Thalgo, Clinique, Jamjan and Loreal. For the international tourists who are doctor have rated the most favorite product brands of spa are as respectably: Dr Spiller, Clinique, Jamjan, Loreal, and Hanako.

Table 5.84: The most favorite spa activities of the respondents divided by occupation

Report

| Occupation | Spa service attribute (Reasonable price of spa service) | Spa service attribute (Skills of staff in providing spa service) | Spa service attribute (Separate men's and women's facility area) | Spa service attribute (Hygiene and cleanliness) | Spa service attribute (Room decoration and comfort) | Spa service attribute (Safety and security) | Spa service attribute (The variety of spa service) | Spa service attribute (Foreign language ability of staff) | Spa service attribute (Quality of spa service) |
|--------------------|---|--|--|---|---|---|--|---|--|
| Business man | Mean First 3.88 hard to decide | 4.50 important | 3.50 unimportant | 4.12 hard to decide | 4.00 important | 3.88 hard to decide | 3.88 important | 4.00 hard to decide | 4.50 important |
| Government officer | Mean First 1.50 unimportant | 4.50 important | 4.50 important | 4.00 important | 4.50 important | 4.00 important | 4.00 important | 4.00 important | 4.50 important |
| Engineer | Mean First 3.67 important | 4.33 very important | 4.00 very important | 4.00 important | 3.33 important | 4.33 very important | 4.67 very important | 3.67 important | 5.00 very important |
| Programmer | Mean First 1.00 very unimportant | 4.00 important | 2.00 unimportant | 5.00 very important | 4.00 important | 4.00 important | 4.00 important | 4.00 important | 4.00 important |
| Doctor | Mean First 3.00 hard to decide | 4.00 important | 3.00 hard to decide | 3.00 hard to decide | 4.00 important | 4.00 important | 3.00 hard to decide | 2.00 unimportant | 3.00 hard to decide |
| others | Mean First 3.80 unimportant | 4.20 hard to decide | 3.80 important | 3.80 important | 3.20 important | 4.00 important | 4.20 important | 4.20 very important | 4.40 very important |
| Total | Mean First 3.40 unimportant | 4.35 important | 3.65 important | 4.00 important | 3.75 important | 4.00 important | 4.05 important | 3.90 important | 4.45 important |

Source: Survey data gathered on November- January, 2004

Table 5.84: indicates the most favorite spa activities of the respondents divided by occupation, it can be seen that international tourists who are businessman have rated the most favorite spa activities as respectfully: body massage, aromatherapy, detoxification, body wraps and scrubs and acupuncture. For the international tourists who are government officer have rated the most favorite spa activities are as respectfully: hydrotherapy, acupuncture, detoxification, body wraps and scrubs, and meditation. For the international tourists who are engineer have rated the most favorite spa activities are as respectfully: reflexology, mud and body wraps, detoxification, stress management, and meditation. For the international tourists who are programmer have rated the most favorite spa activities are as respectfully: body massage, stress management, detoxification, a salon for hair and nail, and meditation. For the international tourists who are doctor have rated the most favorite spa activities are as respectfully: body massage, Yoga, stress management, detoxification, and meditation.

Table 5.85: The preference to type of spa herb of the respondents divided by occupation

Type of herb * Occupation Crosstabulation

| | | | Occupation | | | | | | Total |
|--------------|-----------------|------------|--------------|--------------------|----------|-----------|--------|--------|-------|
| | | | Business man | Government officer | Engineer | Programer | Doctor | others | |
| Type of herb | Thai herb | Count | 120 | | 40 | 20 | 20 | 80 | 280 |
| | | % of Total | 30.0% | | 10.0% | 5.0% | 5.0% | 20.0% | 70.0% |
| | Chinese herb | Count | 20 | 40 | 20 | | | | 80 |
| | | % of Total | 5.0% | 10.0% | 5.0% | | | | 20.0% |
| | Australain herb | Count | 20 | | | | | 20 | 40 |
| | | % of Total | 5.0% | | | | | 5.0% | 10.0% |
| Total | Count | 160 | 40 | 60 | 20 | 20 | 100 | 400 | |
| | % of Total | 40.0% | 10.0% | 15.0% | 5.0% | 5.0% | 25.0% | 100.0% | |

Source: Survey data gathered on November- January, 2004

Table 5.85: indicates the preference to type of spa herb of the respondents divided by occupation, it can be seen that international tourists who are business have preferred Thai herb. It is represented 120 respondents or 30.0 percent. For the international tourists who are government officer have preferred Chinese herb to be their spa herb. It is represented 40 respondents or 10.0 percent. For the international tourists who are engineer have preferred Thai herb to be their spa herb. It is represented 40 respondents or 10.0 percent. For the international tourists who are programmer have preferred Thai herb to be their spa herb. It is represented 20 respondents or 5.0 percent. For the international tourists who are doctor have

preferred Thai herb to be their spa herb. It is represented 20 respondents or 5.0 percent.

Table 5.86: The expectation for using spa service of the respondents divided by occupation

Source: Survey data gathered on November- January, 2004

Table 5.86: indicates the expectation for using spa service of the respondents divided by occupation, it can be seen that the international tourists who are businessman have mostly expected to the reasonable price of spa service (mean = 3.88), the skills of staff in providing spa service (mean = 4.50), separate men's and women's facility area (mean = 3.50), hygiene and cleanliness (mean = 4.12), room decoration and comfort (mean = 4.00), safety and security (mean = 3.88), the variety of spa service (mean = 3.88), the ability of staff in understanding the foreign language (mean = 4.00), and the quality of spa service in Bangkok (mean = 4.50). For the international tourists who are government officer have mostly expected to the skills of staff in providing spa service (mean = 4.50), separate men's and women's facility area (mean = 4.50), room decoration and comfort (mean = 4.50), and the quality of spa service in Bangkok (mean = 4.50). For the international tourists who are engineer have mostly expected the reasonable price of spa service (mean = 3.67), the skills of staff in providing spa service (mean = 4.33), separate men's and women's facility area (mean = 4.00), hygiene and cleanliness (mean = 4.00), safety and security (mean = 4.33), the variety of spa service (mean = 4.67), and the quality of spa service in Bangkok (mean = 5.00). The international tourists who are programmer have mostly expected to the reasonable price of spa service (mean = 1.00), and hygiene and cleanliness (mean = 5.00). And the international tourists who are doctor have expected to room decoration and comfort (mean = 4.00), and safety and security (mean = 3.88).

Table 5.86: The expectation for using spa service of the respondents divided by occupation

| Report | | | | | | |
|--------------------|--|---|--|---|---|------------------------|
| | The service of personal spa (Willingness to provide spa service) | The service of personal spa (Skills in providing spa service) | The service of personal spa (Friendliness to guests) | The service of personal spa (Support for special guest needs) | The service of personal spa (Knowledge about spa service) | |
| Occupation | | | | | | |
| Business man | Mean First | 3.88 hard to decide | 4.13 important | 3.75 unimportant | 3.00 hard to decide | 3.88 important |
| Government officer | Mean First | 4.50 important | 4.00 important | 3.50 unimportant | 4.00 important | 4.00 important |
| Engineer | Mean First | 4.00 very important | 4.33 very important | 3.67 important | 4.00 important | 4.00 important |
| Programer | Mean First | 5.00 very important | 5.00 very important | 5.00 very important | 5.00 very important | 5.00 very important |
| Doctor | Mean First | 3.00 hard to decide | 4.00 important | 3.00 hard to decide | 2.00 unimportant | 4.00 important |
| others | Mean First | 4.00 important | 4.60 important | 4.20 important | 4.20 important | 4.20 important |
| Total | Mean First | 4.00 important | 4.30 important | 3.85 unimportant | 3.60 important | 4.05 important |

Source: Survey data gathered on November- January, 2004

Table 5.86: The expectation for using spa service of the respondents divided by occupation (Continue)

Report

| | The service of personal spa (At least 2 years experience in spa service) | The service of personal spa (At least graduated in health service) | The service of personal spa (Foreign language ability) | The service of personal spa (Efficiency and accuracy in service) | The service of personal spa (Personal appearance) | The service of personal spa (Spa service quality) |
|--------------------|--|--|--|--|---|---|
| Occupation | Mean | 3.50 | 3.62 | 3.75 | 4.12 | 3.75 |
| | First | hard to decide | hard to decide | important | hard to decide | hard to decide |
| Government officer | Mean | 4.00 | 3.00 | 3.00 | 3.00 | 4.50 |
| | First | important | important | important | unimportant | important |
| Engineer | Mean | 3.33 | 3.33 | 4.00 | 4.67 | 3.67 |
| | First | unimportant | unimportant | important | very important | important |
| Programer | Mean | 5.00 | 4.00 | 4.00 | 5.00 | 5.00 |
| | First | very important | important | important | very important | very important |
| Doctor | Mean | 3.00 | 2.00 | 3.00 | 3.00 | 4.00 |
| | First | hard to decide | unimportant | hard to decide | hard to decide | important |
| others | Mean | 4.00 | 4.20 | 4.00 | 4.40 | 3.80 |
| | First | important | important | important | important | hard to decide |
| Total | Mean | 3.70 | 3.60 | 3.75 | 4.15 | 3.90 |
| | First | important | important | important | unimportant | important |

Source: Survey data gathered on November- January, 2004.

Table 5.87: The expectation to the service of personal spa for using spa service of the respondents divided by occupation

Table 5.87: indicates the expectation to the service of personal spa for using spa service of the respondents divided by occupation, it can be seen that the international tourists who are business have mostly expected to the willing to provide spa service (mean = 3.88), the skills in providing spa service (mean = 4.13), friendliness to guests (mean = 3.75), at least 2 years experience in spa service (mean = 3.50), foreign language ability (mean = 3.75), the efficiency and accuracy in service (mean = 4.12), personal appearance (mean 3.75), and the spa service quality (mean = 4.50). For the international tourists who are government officer have mostly expected to willingness to provide spa service (mean = 4.00), the friendliness to the guests (mean = 3.50), the personal appearance (mean = 4.50), and the spa service quality (mean = 4.50). For the international tourists who are engineer have mostly expected to willingness to provide spa service (mean = 4.00), the skills in providing spa service (mean = 4.33), the friendliness to the guests (mean = 3.67), support for special guest's needs (mean = 4.00), the knowledge of spa service (mean = 4.00), the efficiency and accuracy in service (mean = 4.67), and the spa service quality (mean = 4.33). For the international tourists who are programmer have mostly expected to the willing to provide spa service (mean = 5.00), the skills in providing spa service (mean = 5.00), friendliness to guests (mean = 5.00), support for special guest needs (mean = 5.00), the knowledge of spa service (mean = 5.00), at least 2 years experience in spa service (mean = 5.00), the efficiency and accuracy in service (mean = 5.00), personal appearance (mean 5.00), and the spa service quality (mean = 5.00). And the international tourists who are doctor have expected to the skills in providing spa service (mean = 4.00), the knowledge of spa service (mean = 4.00), and personal appearance (mean 4.00).

Table 5.87: The expectation to the service of personal spa for using spa service of the respondents divided by occupation

Report

| Occupation | | The service of personal spa (Willingness to provide service) | The service of personal spa (Skills in providing service) | The service of personal spa (Friendliness to guests) | The service of personal spa (Support for special guest needs) | The service of personal spa (Knowledge about spa service) |
|--------------------|-------|--|---|--|---|---|
| Business man | Mean | 3.88 | 4.13 | 3.75 | 3.00 | 3.88 |
| | First | hard to decide | important | unimportant | hard to decide | important |
| Government officer | Mean | 4.50 | 4.00 | 3.50 | 4.00 | 4.00 |
| | First | important | important | unimportant | important | important |
| Engineer | Mean | 4.00 | 4.33 | 3.67 | 4.00 | 4.00 |
| | First | very important | very important | important | important | important |
| Programmer | Mean | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 |
| | First | very important | very important | very important | very important | very important |
| Doctor | Mean | 3.00 | 4.00 | 3.00 | 2.00 | 4.00 |
| | First | hard to decide | important | hard to decide | unimportant | important |
| others | Mean | 4.00 | 4.60 | 4.20 | 4.20 | 4.20 |
| | First | important | important | important | important | important |
| Total | Mean | 4.00 | 4.30 | 3.85 | 3.60 | 4.05 |
| | First | important | important | unimportant | important | important |

Source: Survey data gathered on November- January, 2004

Table 5.87: The expectation to the service of personal spa for using spa service of the respondents divided by occupation (Continue)

| | | Report | | | | | |
|--------------------|-------|--|--|--|--|---|---|
| Occupation | | The service of personal spa (At least 2 years experience in spa service) | The service of personal spa (At least graduated in health service) | The service of personal spa (Foreign language ability) | The service of personal spa (Efficiency and accuracy in service) | The service of personal spa (Personal appearance) | The service of personal spa (Spa service quality) |
| Business man | Mean | 3.50 | 3.62 | 3.75 | 4.12 | 3.75 | 4.50 |
| | First | hard to decide | hard to decide | important | hard to decide | hard to decide | important |
| Government officer | Mean | 4.00 | 3.00 | 3.00 | 3.00 | 4.50 | 4.50 |
| | First | important | important | important | unimportant | important | important |
| Engineer | Mean | 3.33 | 3.33 | 4.00 | 4.67 | 3.67 | 4.33 |
| | First | unimportant | unimportant | important | very important | important | very important |
| Programer | Mean | 5.00 | 4.00 | 4.00 | 5.00 | 5.00 | 5.00 |
| | First | very important | important | important | very important | very important | very important |
| Doctor | Mean | 3.00 | 2.00 | 3.00 | 3.00 | 4.00 | 3.00 |
| | First | hard to decide | unimportant | hard to decide | hard to decide | important | hard to decide |
| others | Mean | 4.00 | 4.20 | 4.00 | 4.40 | 3.80 | 4.20 |
| | First | important | important | important | important | important | hard to decide |
| Total | Mean | 3.70 | 3.60 | 3.75 | 4.15 | 3.90 | 4.35 |
| | First | important | important | important | unimportant | important | important |

Source: Survey data gathered on November- January, 2004

Table 5.88: The expectation to spa location of the respondents divided by occupation

Report

| | | The spa location attribute (The place of spa service is easy to find) | The spa location attribute (The place of spa service is a safe place) | The spa location attribute (The entrances of spa service are easy to access) | The spa location attribute (The place of spa service is obviously separated from other businesses) | The spa location attribute (Enough parking space) | The spa location attribute (The place of spa service is a private place for individual) |
|--------------------|--------------|---|---|--|--|---|---|
| Occupation | Business man | 3.12 hard to decide | 3.38 hard to decide | 3.50 important | 3.50 hard to decide | 3.63 important | 4.00 hard to decide |
| | Mean First | | | | | | |
| Government officer | | 5.00 very important | 4.50 important | 4.50 important | 4.50 important | 4.00 important | 4.50 important |
| | Mean First | | | | | | |
| Engineer | | 4.33 very important | 4.67 very important | 4.00 important | 3.67 very important | 2.67 unimportant | 4.00 very important |
| | Mean First | | | | | | |
| Programmer | | 4.00 important | 4.00 important | 5.00 very important | 5.00 very important | 4.00 important | 5.00 very important |
| | Mean First | | | | | | |
| Doctor | | 3.00 hard to decide | 3.00 hard to decide | 4.00 important | 3.00 hard to decide | 3.00 hard to decide | 4.00 important |
| | Mean First | | | | | | |
| others | | 4.00 important | 4.20 important | 4.00 important | 4.40 important | 3.60 important | 4.40 important |
| | Mean First | | | | | | |
| Total | | 3.75 very important | 3.90 important | 3.90 important | 3.90 important | 3.50 important | 4.20 important |
| | Mean First | | | | | | |

Source: Survey data gathered on November- January, 2004

Table 5.88: The expectation to spa location of the respondents divided by occupation (Continue)

Report

| Occupation | The spa location attribute (The sufficient light system for spa service) | The spa location attribute (The sufficient ventilation system) | The spa location attribute (The sanitation of waste elimination system) | The spa location attribute (The decoration of spa place is suitable) | The spa location attribute (The area of spa non-smoking and non alcohol area) | The spa location attribute (The price and type of spa service are informed on a board) |
|--------------------|--|--|---|--|---|--|
| Business man | Mean First | 3.75 unimportant | 4.12 hard to decide | 4.00 important | 4.00 unimportant | 4.00 important |
| Government officer | Mean First | 4.00 important | 4.00 important | 4.50 important | 3.50 unimportant | 4.50 important |
| Engineer | Mean First | 3.67 important | 3.00 unimportant | 4.00 important | 4.00 very important | 4.00 important |
| Programmer | Mean First | 4.00 important | 5.00 very important | 5.00 very important | 5.00 very important | 4.00 important |
| Doctor | Mean First | 3.00 hard to decide | 4.00 important | 3.00 hard to decide | 2.00 unimportant | 4.00 important |
| others | Mean First | 4.20 important | 4.40 important | 4.40 important | 4.00 important | 4.20 important |
| Total | Mean First | 3.85 important | 4.05 important | 4.15 important | 3.90 unimportant | 4.10 important |

Source: Survey data gathered on November- January, 2004

Table 5.88: indicates the expectation to spa location of the respondents divided by occupation, it can be seen that the international tourists who are businessman have mostly expected to the place of spa service is a safe place (mean = 3.38), the place of spa service is obviously separated from other businesses (mean = 3.50), enough parking space (mean = 3.63), the place of spa service is a private place for individual (mean = 4.00), the sufficient light system for spa service (mean = 4.00), the sufficient ventilation system (mean = 3.75), the sanitation of waste elimination system (mean = 4.12), the decoration of spa place is suitable (mean = 4.00), and the area of spa service is non smoking and non alcohol area (mean 4.00). The international tourists who are government officer have mostly expected to the place of spa service is easy to find (mean = 5.00), the place of spa service is a safe place (mean = 4.50), the entrance of spa service is easily to access (mean = 4.50), the place of spa service is obviously separated from other businesses (mean = 4.50), the place of spa service is a private place for individual (mean = 4.50), the decoration of spa place is suitable (mean = 4.50), the area of spa service is non smoking and non alcohol area (mean = 3.50), and the price and type of spa service are informed on a board (4.50). The international tourists who are engineer have mostly expected to the place of spa service is easy to find (mean = 4.33), the place of spa service is a safe place (mean = 4.67), the entrance of spa service is easily to access (mean = 4.00), the place of spa service is obviously separated from other businesses (mean = 3.67), the place of spa service is a private place for individual (mean = 4.00), the decoration of spa place is suitable (mean = 4.00), and the area of spa service is non smoking and non alcohol area (mean = 4.00). The international tourists who are programmer have mostly expected to the entrances of spa service are easy to access (mean = 5.00), the place of spa service is obviously separated from other businesses (mean = 5.00), the place of spa service is a private place for individual (mean = 5.00), the sanitation of waste elimination system (mean = 5.00), the decoration of spa place is suitable (mean = 5.00), and the area of spa service is non smoking and non alcohol area (mean 5.00). And the international tourists who are doctor have expected to the entrances of spa service are easy to access (mean = 4.00), the place of spa service is a private place for individual (mean = 4.00), the sanitation of waste elimination system (mean = 4.00), and the price and type of spa service are informed on a board (mean = 4.00).

Table 5.89: The expectation to safe standard of spa service of the respondents divided by occupation

Report

| Occupation | | The safe standard of spa service (The first aid kits are ready to use) | The safe standard of spa service (The warning signs are presented in the risk areas) | The safe standard of spa service (The skills and knowledge of staff in using special product and equipment) | The safe standard of spa service (The clock is easy to see in order to set the time of using spa equipment) | The safe standard of spa service (The automatic thermometers are set in the thermal rooms) | The safe standard of spa service (To monitor and control the quality of water in spa service) | The safe standard of spa service (Clean, unused linens and spa wear) | The safe standard of spa service (Sanitized, clean, uncluttered working surfaces) |
|--------------------|------------|--|--|---|---|--|---|--|---|
| Business man | Mean First | 3.25 unimportant | 3.63 important | 3.50 hard to decide | 3.13 unimportant | 3.75 important | 3.63 hard to decide | 3.75 unimportant | 4.13 important |
| Government officer | Mean First | 4.00 hard to decide | 4.00 important | 4.00 important | 2.00 unimportant | 3.50 hard to decide | 4.00 important | 4.50 important | 3.50 unimportant |
| Engineer | Mean First | 3.67 important | 3.33 important | 2.67 important | 2.67 very unimportant | 4.33 important | 2.67 very unimportant | 4.00 important | 4.33 important |
| Programmer | Mean First | 5.00 very important | 4.00 important | 5.00 very important | 2.00 unimportant | 2.00 unimportant | 4.00 important | 4.00 important | 5.00 very important |
| Doctor | Mean First | 3.00 hard to decide | 3.00 hard to decide | 4.00 important | 4.00 important | 2.00 unimportant | 3.00 hard to decide | 2.00 unimportant | 2.00 unimportant |
| others | Mean First | 4.40 very important | 4.20 important | 4.20 important | 3.40 hard to decide | 4.40 important | 3.80 important | 4.80 very important | 4.60 important |
| Total | Mean First | 3.75 hard to decide | 3.75 important | 3.70 important | 3.00 unimportant | 3.80 hard to decide | 3.55 important | 4.05 important | 4.15 unimportant |

Source: Survey data gathered on November- January, 2004

Table 5.89: The expectation to safe standard of spa service of the respondents divided by occupation (Continue)

Report

| | | The safe standard of spa service (Professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface) | The safe standard of spa service (For any tools or implement breaking the surface of the skin a disposable tool is recommended) | The safe standard of spa service (Impiments must be cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave) | The safe standard of spa service (Technicians must have freshly washed and dried hands or have surgical gloves on during spa treatment) | The safe standard of spa service (Waste receptacles and laundry bins must be sealed and covered) | The safe standard of spa service (Tools and products must be clearly labeled and safety stored) | The safe standard of spa service (To set of the fire caution system) |
|--------------------|--------------|---|---|---|---|--|---|--|
| Occupation | Business man | 3.88 unimportant | 3.88 important | 3.75 hard to decide | 3.50 unimportant | 4.00 important | 3.50 hard to decide | 3.63 important |
| | Mean First | | | | | | | |
| Government officer | Mean First | 4.00 important | 4.00 important | 3.50 hard to decide | 4.50 important | 4.50 very important | 3.50 unimportant | 4.50 important |
| Engineer | Mean First | 3.67 important | 4.33 important | 3.67 important | 4.33 important | 4.33 important | 4.00 important | 4.33 important |
| Programmer | Mean First | 2.00 unimportant | 5.00 very important | 4.00 important | 5.00 very important | 4.00 important | 4.00 important | 5.00 very important |
| Doctor | Mean First | 4.00 important | 2.00 unimportant | 4.00 important | 3.00 hard to decide | 2.00 unimportant | 4.00 important | 2.00 unimportant |
| others | Mean First | 4.20 important | 4.00 important | 4.40 important | 4.00 hard to decide | 4.00 important | 4.00 hard to decide | 3.80 unimportant |
| Total | Mean First | 3.85 important | 3.95 important | 3.90 hard to decide | 3.90 important | 4.00 very important | 3.75 unimportant | 3.85 important |

Source: Survey data gathered on November- January, 2004

Table 5.89: indicates the expectation to safe standard of spa service of the respondents divided by occupation, it can be seen that the international tourists who are business have mostly expected to the first aid kits are ready to use (mean = 3.25), the warning signs are presented in the risk areas (mean = 3.63), the clock is easy to see in order to set the time of using spa equipment (mean = 3.13), the automatic thermometers are set in the thermal rooms (mean = 3.75), to monitor and control the quality of water in spa service (mean = 3.63), clean, unused linens and spa wear (mean = 3.75), sanitized, clean, uncluttered working surfaces (mean = 4.13), sealed containers for implements like cotton balls and facial pads (mean = 3.88), professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface (mean = 3.50), for any tool or implement breaking the surface of the skin a disposable tool is recommended (mean = 3.88), implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 3.75), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 3.50), and waste receptacles and laundry bins must be sealed and covered (mean = 4.00).

The international tourists who are government officer have mostly expected to the first aid kits are ready to use (mean = 4.00), clean, unused linens and spa wear (mean = 4.50), sanitized, clean, uncluttered working surfaces (mean = 3.50), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 3.50), waste receptacles and laundry bins must be sealed and covered (mean = 4.00), tools and products must be clearly labeled and safety stored (mean = 3.50), and to set of the fire caution system (mean = 4.50).

The international tourists who are engineer have mostly expected to the automatic thermometers are set in the thermal rooms (mean = 4.33), to monitor and control the quality of water in spa service (mean = 2.67), clean, unused linens and spa wear (mean = 4.00), sanitized, clean, uncluttered working surfaces (mean = 4.33), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 4.33), waste receptacles and laundry bins must be sealed and covered (mean = 4.33), tools and products must be clearly labeled and safety stored (mean = 4.00), and to set of the fire caution system (mean = 4.33).

The international tourists who are programmer have mostly expected to the first aid kits are ready to use (mean = 5.00), the skills and knowledge of staff in using

special product and equipment (mean = 5.00), sanitized, clean, uncluttered working surfaces (mean = 5.00), for any tool or implement breaking the surface of the skin a disposable tool is recommended (mean = 5.00), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 5.00), and to set of the fire caution system (mean = 5.00).

The international tourists who are doctor have expected to the skills and knowledge of staff in using special product and equipment (mean = 4.00), the clock is easy to see in order to set the time of using spa equipment (mean = 4.00), sealed containers for implements like cotton balls and facial pads (mean = 4.00), implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.00), and tools and products must be clearly labeled and safety stored (mean = 4.00).

5.2. The Data of Consumers from In-depth interviewing the Spa owners

The information previously collected was used as the basis for the more structured questions (qualitative research) that were used in the interviews with the 23 day spa service-providers. The 23 in-depth interviews were undertaken to clarify and explain the results from the quantitative research and consisted of one-to-one interviews. The interviews took place during August to October, 2005, and each interview lasted between 1 and 2 hours.

5.2.1. The main purposes of visit

The main purposes of the customers who traveled to Thailand were business, relaxation, residency in Thailand, escaping from cool weather, and for honeymooning.

5.2.2. The number of visits made to Thailand

The customers were individual tourists who had visited Thailand more than three times.

5.2.3. Number of spa visits made

Eighty percent of customers had experienced spas before.

5.2.4. Sources of spa information used

Customers found out about spa-tourism in Thailand from the Internet, travel agencies, walk-ins, word of mouth, brochures, exhibitions, television, magazines, and the radio.

5.2.5. Purpose of spa visit

The main purposes for using spa services were for massages for relaxation, massages for relieving muscles, skin beautifying treatment massages, and to lose weight.

5.2.6. Major motives in choosing a spa

The major motives of customers when choosing a spa to use in Bangkok were as follows:

- Located near office.
- Convenient transportation to the spa.
- Service of the spa.
- Friendly service
- Reasonable price of services
- Comfortable atmosphere
- Improvement of spa products

5.2.7. Expected cost of services provided

The customers expected to pay between 1000 -3000 Baht per visit

5.2.8. Most popular spa facilities

The spa facilities that the customers liked to use the most were Jacuzzis, whirlpools, slimming and muscle toning machines, and water therapy

5.2.9. Most popular spa activities

The spa activities that the customers liked to use the most were Thai massages, body massages, facial massages, and skin scrubs.

5.2.10. Most popular brands of products used in spa treatments

The favorite brands that the customers liked to use the most were Thai herbs and aromatic oils.

5.2.11. Level of importance of spa services

The customers expected that spa services should be reasonably priced, have up-to-date equipment, and be sanitary. The spa areas should also be in a private place and easily accessible.

5.2.12. Level of importance of the spa personnel's attributes

Customers expected staff to be smiling, enthusiastic in their job, polite, friendly, honest, patient, and well mannered. Spa employees should have knowledge about the human anatomy.

5.2.15. Level of importance of spa location

The expectations of the customers regarding spa location attributes are as follows:

- Easily accessible location.
- The service of spa is not take time.
- Located in the business area.
- Convenient car parking.
- Private location

5.2.14. Level of importance of health and safety factors of spas

The most important customers' expectations regarding health and safety attributes are as follows:

- Sanitary equipment and environment
- Service provided should be in a comfortable and good atmosphere.
- It should have the security to inspect the safety for their customers. The property should be regularly inspected by health and safety officers to ensure that the spa is following all health and safety rules and regulations.
- Doctors and specialists should be there to advise customers.
- Natural spa products should be used.
- Employees should be well experienced in using spa products and equipment.

5.3. Conclusion

In order to achieve the objective of the research in studying the demands of international tourists regarding the service quality elements of day spas in Bangkok, and the supply of day spa service-providers able to provide quality service to their customers in Bangkok, Thailand, the qualitative and quantitative research methods were used to collect the data on the demand and supply of day spas The results were presented in the table below:

Table 5.90. Conclusion of the demand and supply of day spas

| The Topic of Findings | Findings after interviews with Customers | Findings after interviews with Spa owners |
|------------------------|--|---|
| Main purposes of visit | -business. | - business - relaxation - residency in Thailand |

| | | |
|--|---|--|
| | | <ul style="list-style-type: none"> - escaping from cool weather - honeymooning. |
| Number of visits made to Thailand | -more than five times. | -more than three times. |
| Number of spa visits made | - all customers had used spas before | - all customers had used spas before. |
| Sources of spa information used | -the suggestions from friends and relatives, the radio, newspaper, Internet, magazines, exhibitions, travel agents, and TV. | - Internet, travel agency, walk-ins, word of mouth, brochures, exhibitions, television, magazines, and the radio. |
| Purpose of spa visit | <ul style="list-style-type: none"> -to lose weight and relaxation -to relieve stress. | <ul style="list-style-type: none"> - massage for relaxation - massage for relieving muscles - skin beautifying treatment massages -to lose weight. |
| Major motives in choosing a spa service | -location, service, safety and security, reputation, amenities, reasonable price, ambience, therapists, accessibility, and spa facilities. | <ul style="list-style-type: none"> - located near office - convenient transportation to the spa - services provided - friendly service - reasonably priced services - comfortable atmosphere - improvement of spa products. |
| Expected cost of services provided | -1,000 – 5,000 Baht per visit | -1,000 – 3,000 Baht per visit |
| Most popular spa facilities | -slimming and muscle toning machines, mineral baths, floral baths, dry treatment, and hairdressing salons | - Jacuzzis, whirlpools, slimming and muscle toning machines, water therapy |
| Most popular spa activities | -body massages, aromatherapy, detoxification, body wraps and scrubs, and facial massages | - Thai massage, body massages, facial massages and skin scrubs. |
| Most popular brands of products used in spa treatments | -Jurlique, Thago, Clinique, Jamjan, and Loreal | -Thai herbs and aromatic oils. |
| Level of importance of spa services | <ul style="list-style-type: none"> -reasonably priced services - staff skilled in providing spa services -separate facility areas for men and women - hygienic and clean - safe and secure environment | <ul style="list-style-type: none"> - services should be reasonably priced - up-to-date equipment, - be sanitary. - spa area should be private - easily accessible. |

| | | |
|--|--|--|
| | <ul style="list-style-type: none"> - variety of services - staffs' foreign language ability | |
| Level of importance of the spa personnel's attributes | <ul style="list-style-type: none"> -skills in providing spa service -friendliness to guests -support for special guest's needs -knowledge about spa services -staffs' foreign language ability -efficient and accurate service -personal appearance -quality of service. | <ul style="list-style-type: none"> - friendly - enthusiastic in job - polite - honest - patient - well-mannered - knowledgeable about human anatomy. |
| Level of importance of spa location | <ul style="list-style-type: none"> -easy to find -safe location -easily accessible entrance -spa obviously separated from other businesses -enough parking space -private location -sufficient ventilation system -sanitation of the waste elimination system -suitable decoration -non-smoking and alcohol free environment | <ul style="list-style-type: none"> - easy accessible location - The service of spa is not take time. - located in business area. - convenient car parking - private location. |
| Level of importance of health and safety factors of spas | <ul style="list-style-type: none"> -well maintained first aid kits -skillful & knowledgeable staff for specialized products & equipment -sanitized, clean, uncluttered working surfaces - use of disposable tools that break the skin | <ul style="list-style-type: none"> - sanitary equipment and environment. - service provided should be in a comfortable and atmospheric environment - It should have the security to inspect the safety for their customers. - Doctors and specialists should be there to advise customers. - natural spa products should be used - Employees should be well experienced in using spa products and equipment. |

Chapter 6

Summary of Findings, Conclusion and Recommendations

This chapter is comprised of three sections. The first section is the summary of the findings of the research, the second is the conclusions of the research, and the final section is the recommendations for further research.

6.1. Summary of findings

The main purposes of this study were, firstly, to study the demographic profile of international tourists who preferred spa-tourism as their tourism product. Secondly, to study the international tourists' demands regarding the service quality elements of day spas in Bangkok, thirdly, to study the supply of day spa service-providers regarding their ability to provide quality service to their customers in Bangkok. And finally, to analyze the above data, make appropriate conclusions and offer useful recommendations to the service-providers of day spas in Thailand with regard to the development of spa-tourism services.

This research collected data about the demands of international tourists and supplies of service-providers of day spas by using both qualitative and quantitative research methods. The collection of empirical data on the supply and demand of day spas was undertaken using 400 questionnaires given to respondents who had visited day spas in Bangkok area and from 18 in-depth interviews with owners of day spas in Bangkok.

6.1.1. Main purpose of visit to Thailand

- Main purpose of visit according to level of education

The findings indicated that the majority of those who had secondary school level education visited for education purposes (20 respondents - 5% of total). Business was the main purpose of travel for those visitors who had diploma level education (80 respondents - 33.3% of total). Business was also the main purpose of travel for those respondents who were educated to bachelor degree (100 respondents - 41.7% of total) as well as for those who had a postgraduate level education (60 respondents - 25.0 % of total).

- Main purpose of visit according to income

Equal numbers of visitors who earned less than \$5000 a year came for either business or to study, each represented by 20 respondents (5.0 % of the total).

Holidaying was the only purpose of the 20 visitors who earned between \$15,000-20,000. The majority of those who earned between \$20,001 - 25,000 came to study (60 respondents or 15 % of total). The majority of those who earned between \$25,001-30,000 came for business (40 respondents or 10.0 % of total). All those who earned between \$30,001-35,000 came for a holiday, represented by 20 respondents or 5.0 % of total. Finally, all those who earned more than \$35,001 came for business purposes, represented by 140 respondents or 35 % of total.

- Main purpose of visit according to age

All the respondents aged between 15-20 years old came to study (60 respondents or 15.0 % of total). Business was the main reason for respondents who were aged between 21-30 years old (80 respondents or 20.0 % of total). The majority of respondents who were aged between 31-40 years old came to do business (60 respondents or 15 % of total). All those who were aged between 41-50 years old came for business (100 visitors or 250.0 % of total).

- Main purpose of visit according to marital status

The majority of single respondents came to do business (80 respondents or 20.0 % of total). Business was also the main reason for married respondents (120 respondents or 30.0 % of total). The majority of respondents who were divorced also came for business purposes (40 respondents or 10 % of total).

- Main purpose of visit to Thailand according to occupation

The majority of respondents who were businessmen came for business purpose (160 respondents or 40.0 % of total).

Business and meetings/seminars were the reasons why government officers came (20 respondents or 5.0 % of total).

The majority of respondents who were engineers also came to do business (40 respondents or 10 % of total). All those who were programmers came for a holiday (20 respondents or 5 % of total). All the doctors came for study purposes (20 respondents or 5 % of total).

6.1.2. The number of visits made to Thailand

- The number of visits made to Thailand according to level of education

The findings indicated that the majority of respondents at every education level had visited Thailand more than five times (20 secondary school level respondents or 7.1 %, 120 diploma level respondents or 42.9 %, 20 bachelor level respondents or 7.1 %, 60 postgraduate level respondents or 21.4 % of total).

- Number of visits to Thailand according to income

Visitors who earned less than \$5000 half had visited at least four times and half of them had been in fact more than five times (20 respondents or 5.0 % of total each). All the respondents who earned between \$15,000-20,000 had been to Thailand twice (20 respondents or 5.0 % of total). The majority (100 respondents or 25 % of total) who earned between \$20,001 - 25,000, had been to Thailand more than five times. The majority of respondents who earned between \$25,001-30,000 had been to Thailand more than five times (40 respondents or 10.0 % of total). All the respondents who earned between \$30,001-35,000 had been to Thailand for four times (20 respondents or 5.0 % of total). Finally, the majority of respondents who earned more than \$35,001 had been to Thailand more than five times (120 respondents or 30.0 % of total).

- The number of visits made to Thailand according to age

As can be seen all the respondents who were aged between 15-20 years old had been to Thailand more than five times (60 respondents or 15.0 % of total). The majority of those aged between 21-30 years old had been to Thailand more than five times (100 respondents or 25.0 % of total). The majority of respondents who were aged between 31-40 years old had been to Thailand more than five times (60 respondents or 15 % of total). Similarly, the majority of respondents who were aged between 41-50 years old had also been to Thailand more than five times (60 visitors or 15.0 % of total).

-The number of visits made to Thailand according to marital status

The majority of respondents who were single had been to Thailand more than five times (140 respondents or 35.0 % of total). The majority of married respondents had been to Thailand more than five times (120 respondents or 30.0 % of total). Equal numbers of divorced respondents had been to Thailand either two times, 3 times, or more than five times (each represented by 20 respondents or 5 % of total).

- The number of visits to Thailand according to occupation

The majority of respondents who were businessmen had been to Thailand more than five times (160 respondents or 40.0 % of total).

Government officers had been to Thailand either three, or more than five times (both equally represented by 20 respondents or 5.0 % of total). Engineers had been to Thailand three, four, or more than five times (each equally represented by 20 respondents or 5 % of total).

All the respondents who were programmers had been to Thailand twice (20 respondents or 5 % of total).

All the respondents who were doctors had been to Thailand more than five times (20 respondents or 5 % of total).

6.1.3. Number of spa visits made

- Number of spa visits made according to level of education.

The majority of secondary school level respondents (20 respondents or 5 % of total) had used spa services more than four times. Equal numbers of diploma level respondents (60 respondents or 15% of total) had used spa services either one to two times, or three to four times. The majority of bachelor level respondents (80 respondents or 20% of total) had used spa services three to four times.

- Number of spa visits made according to nationality

The majority of East Asian visitors (20 respondents or 5.0 % of total) had used spa services three to four times. The majority of European visitors (80 respondents or 20.0 % of total) had used spa services more than four times. The majority of American visitors (60 respondents or 15.0 % of total) had used spa services three to four times. Half of the South Asian visitors (20 respondents or 5.0 % of total) had used spa services once or twice, whilst the other half had been three to four times. The majority of African visitors (20 respondents or 5.0 % of total) had used spa services three to four times.

- Number of spa visits according to income

All the respondents who earned less than \$5,000 had used spas more than four times (40 respondents or 10.0 % of total). All the respondents who earned between \$15,000-20,000 had used spas three to four times (20 respondents or 5.0 % of total). An equal amount of respondents who earned between \$20,001 -25,000 had used spas one or two times or three or four times (60 respondents or 15 % of total each). All the respondents who earned between \$25,001-30,000 had used spas three to four times (40 respondents or 10.0 % of total). All the respondents who earned between \$30,001-35,000 had used spas three to four times (20 respondents or 5.0 % of total). Finally, the majority of the respondents who earned more than \$35,001 had used spas more than four times (60 respondents or 15.0 % of total).

- Number of spa visits made according to age

It was found that for the respondents who were aged between 15-20 years old, there was an equal spread between one to two times, three to four times, and more

than four times (each represented by 20 respondents or 5.0 % of total). Most of those aged between 21-30 years old had equally used spas one to two times, or three to four times (each represented by 60 respondents or 15.0 % of total). All those aged between 31-40 years old had used spas three to four times (80 respondents or 20 % of total). The majority of respondents aged between 41-50 years old had been more than four times (60 respondents or 15.0 % of total).

- Number of spa visits made according to marital status

The majority of respondents who were single had used spas more than four times (80 respondents or 20.0 % of total). Most married respondents had used spas three to four times (100 respondents or 25.0 % of total). The majority of divorced respondents had used spas three to four times (40 respondents or 10 % of total).

- Number of spa visits according to occupation

The majority of respondents who were businessmen had used spas three to four times (80 respondents or 20.0 % of total).

Government officers had either used spas one to two times or three to four times (20 respondents or 5.0 % of total).

The engineer respondents had used spas either three to four times or more than four times (each represented by 20 respondents or 5.0 % of total).

All the programmers had used spas three to four times (20 respondents or 5.0 % of total), whilst all the doctors had used spas one to two times (20 respondents or 5.0 % of total).

6.1.4. Sources of spa information used

- Sources of spa information used according to level of education

The findings indicated the sources of spa information used by the respondents according to level of education. It was found that for secondary school level respondents (20 respondents or 5.0 % of total), friends and relatives, the radio, TV programs, magazines, and travel agents were equally popular sources of information. The majority of diploma level respondents (80 respondents or 20.0 % of total) obtained information from friends and relatives, the radio, and newspapers. The majority of bachelor level respondents (120 respondents or 30.0 % of total) got information from the Internet. The majority of postgraduate level respondents (220 respondents or 55.0 % of total) obtained information about spas from their friends and relatives.

- Sources of spa information used according to nationality

The findings indicated the sources of spa information used according to nationality. The majority of East Asian visitors (20 respondents or 5.0 % of total) equally obtained information from friends and relatives, the radio, TV programs, newspapers, guidebooks, tourist information centers, and the Internet. Friends and relatives, the radio, the Internet and the TAT were all equally popular as sources of information for European visitors with 80 respondents (or 20.0 % of total) having used each source. The majority of American visitors (100 respondents or 25.0 % of total) equally obtained information from their friends and relatives, and from TV programs. The majority of South Asian visitors (40 respondents or 10.0 % of total) obtained information from newspapers, whilst the radio, TV programs, newspapers, and the Internet were equally popular sources for African visitors, (40 respondents or 10.0 % each).

- Sources of spa information used according to income

The majority of respondents who earned less than \$5,000 obtained information from friends and relatives, the radio, TV programs, magazines, travel agents, and the Internet.

The majority of respondents who earned between \$15,001- 20,000 obtained information from friends and relatives, newspapers, guidebooks, tourist information centers, and the Internet.

The majority of respondents who earned between \$20,001- 25,000 obtained information from their friends and relatives, the radio, TV programs, newspapers, magazines, guidebooks, travel agents, The Internet, tourist brochures, and the TAT.

For respondents who earned between \$25,001- 30,000, information was obtained from their friends and relatives, the radio, TV programs, newspapers, magazines, travel agents, tourist information centers, tourist brochures, and the TAT.

With respect to respondents who earned between \$30,001- 35,000, information was obtained from the radio, travel agents, tourist information centers, travel exhibitions, and the TAT.

Lastly, respondents who earned more than \$35,001 obtained information from their friends and relatives, the radio, TV programs, newspapers, magazines, guidebooks, travel agents, the Internet, tourist brochures, and the TAT.

- Sources of spa information used according to age

The respondents who were aged between 15-20 years old obtained information from friends and relatives, the radio, TV programs, newspapers, magazines, guidebooks, travel agents, and the Internet.

The majority of respondents who were aged between 21-30 years old obtained information from friends and relatives, the radio, TV programs, newspapers, magazines, guidebooks, travel agents, tourist information centers, the Internet, tourist brochures, travel exhibitions, and the TAT.

Those aged between 31-40 years old obtained information from their friends and relatives, the radio, TV programs, newspapers, magazines, guidebooks, tourist information centers, the Internet, tourist brochures, and the TAT.

For respondents who were aged between 41-50 years old information was obtained from their friends and relatives, the radio, TV programs, newspapers, magazines, guidebooks, travel agents, the Internet, and tourist brochures.

- Sources of spa information according to marital status

The majority of respondents who were single obtained information from friends and relatives, the radio, TV programs, newspapers, magazines, guidebooks, travel agents, the Internet, tourist brochures, and the TAT. The majority of respondents who were married obtained information from friends and relatives, the radio, TV programs, newspapers, magazines, guidebooks, travel agents, tourist information centers, the Internet, tourist brochures, travel exhibitions, and the TAT. The majority of respondents who were divorced obtained information from their friends and relatives, the radio, TV programs, newspapers, magazines, guidebooks, travel agents, tourist information centers, the Internet, tourist brochures, travel exhibitions, and the TAT.

- Sources of spa information according to occupation

The majority of respondents who were businessmen obtained information from friends and relatives, the radio, TV programs, newspapers, magazines, guidebooks, travel agents, the Internet, tourist brochures, and the TAT.

The majority of respondents who were government officers obtained information from friends and relatives, the radio, magazines, guidebooks, travel agents, tourist information centers, the Internet, tourist brochures, and the TAT.

The majority of respondents who were engineers obtained information from radio, newspapers, magazines, guidebooks, travel agents, tourist information centers, the Internet, tourist brochures, travel exhibitions, and the TAT.

Most of the respondents who were programmers obtained information from their friends and relatives, newspapers, guidebooks, tourist information centers, and the Internet. The majority of respondents who were doctors obtained information from newspapers, magazines, guidebooks, and the Internet.

6.1.5. Purpose of spa visit

- Purpose of spa visit according to level of education

The findings indicated the purpose of using a spa according to level of education. It was found that to lose weight was the reason all the secondary school level respondents (20 or 5.0 % of total) visited spas. The most popular reason for diploma level respondents was equally split (60 respondents each or 15.0 % of total) between losing weight and relaxation. The majority of bachelor level respondents (80 respondents or 20.0 % of total) went for relaxation whilst the majority of postgraduate level respondents (40 respondents or 10.0 % of total) went for stress-relief.

- Purpose of spa visit according to nationality

The majority of East Asian visitors (20 respondents or 5.0 % of total) visited for relaxation purposes. The majority of European visitors (60 respondents or 15.0 % of total) went to relieve their stress. The majority of American visitors (60 respondents or 15.0 % of total) went to lose weight. The majority of South Asian visitors (40 respondents or 10.0 % of total) went for relaxation. Finally, the majority of African visitors (20 respondents or 5.0 % of total) also went for relaxation.

- Purpose of spa visit according to income

It was found that all respondents who earned less than \$5,000 went to lose weight (40 respondents or 10.0 % of total).

The respondents who earned between \$15,001 to 20,000 all went for relaxation, (20 respondents or 5.0 % of total).

The majority of respondents who earned between \$20,001- 25,000 had used spas for relaxation (80 respondents or 20.0 % of total).

The two reasons why respondents who earned between \$25,001- 30,000 had used spas were equally stress-relief and relaxation (each represented by 20 respondents or 5.0 % of total).

All those who earned between \$30,001- 35,000 had used spas for eating spa cuisine (20 respondents or 5.0 % of total).

For respondents who earned more than \$35,001, stress relief was the most popular reason (60 respondents or 15.0 % of total).

- Purpose of spa visit according to age

Most of the respondents who were aged between 15-20 years old had used spas for losing weight (40 respondents or 10.0 % of total).

The majority of respondents who were aged between 21-30 years old had used spas for relaxation (60 respondents or 15.0 % of total).

Those respondents who were aged between 31-40 years old had equally used spas for relaxation and to relieve their stress (40 respondents or 10.0 % of total).

For respondents who were aged between 41-50 years old, the majority had used spas for losing weight (40 respondents or 10.0 % of total).

- Purpose of spa visit according to marital status

It was found that most of the single respondents had used spas for losing weight (60 respondents or 15.0 % of total). The majority of respondents who were married had used spas for relaxation (60 respondents or 15.0 % of total). Divorced respondents also mainly used spas for relaxation purposes (40 respondents or 10.0 % of total).

- Purpose of spa visit according to occupation

The majority of respondents who were businessmen had used spas for relieving their stress (60 respondents or 15.0 % of total).

All respondents who were government officers had either used spas for relieving their stress (20 respondents or 5.0 % of total) or for holistic wellness (20 respondents or 5.0 % of total).

Respondents who were engineers had used spas for relaxation and exercising (each represented by 20 respondents or 5.0 % of total).

Programmers and doctors had used spas for relaxation (both represented by 20 respondents or 5.0 % of total).

6.1.6. Major motives in choosing a spa

- Major motives in choosing a spa service according to level of education

The secondary school level respondents rated the major motives as being: location, service, safety and security, reputation, amenities, reasonable price, ambience, therapists, accessibility, and spa facilities. For the diploma level

respondents, the major motives were: service, spa facilities, location, sex, amenities, reputation, safety and security, ambience, reasonable price, and accessibility. For the bachelor level respondents, the major motives were: service, location, reasonable price, spa facilities, sex, reputation, safety and security, therapists, amenities, and accessibility. Finally, for the postgraduate level respondents, the major motives were: reputation, safety and security, amenities, ambience, service, reasonable price, spa facilities, accessibility, location, and therapists.

- Major motives in choosing a spa according to nationality

It was found that East Asian visitors rated the major factors, in descending order, as follows: service, location, safety and security, reasonable price, reputation, accessibility, amenities, ambience, spa facilities, and therapists. For the European visitors, they rated them as follows: ambience, amenities, therapists, service, spa facilities, location, reasonable price, safety and security, reputation, and accessibility. For the American visitors, the major motives were: spa facilities, ambience, therapists, amenities, service, location, reasonable price, reputation, safety and security, and accessibility. For South Asian visitors, the major motives were: service, location, amenities, reputation, therapists, reasonable price, ambience, safety and security, accessibility, and spa facilities. Finally, the African visitors rated the major factors as: service, location, safety and security, reasonable price, reputation, accessibility, amenities, ambience, spa facilities, and therapists.

- Major motives in choosing a spa according to income

It was found that respondents who earned less than \$5,000 chose their major motives as: reputation, ambience, amenities, reasonable price, safety and security, location, service, therapists, accessibility, and spa facilities.

For those who earned between \$15,001 - 20,000, the major motives were: service, location, safety and security, reasonable price, reputation, accessibility, amenities, ambience, spa facilities, and therapists.

With regards to respondents who earned between \$20,001- 25,000, the major motives were: service, spa facilities, therapists, location, amenities, safety and security, ambience, reasonable price, reputation and accessibility.

For the respondents who earned between \$25,001- 30,000, the major motives were: safety and security, service, location, reasonable price, spa facilities, reputation, accessibility, amenities, ambience, and therapists.

For the respondents who earned between \$30,001- 35,000, the major motives were: service, location, safety and security, reasonable price, reputation, accessibility, amenities, ambience, spa facilities, and therapists.

With regard to the respondents who earned more than \$35,001, the major motives were: therapists, service, accessibility, ambience, location, spa facilities, safety and security, reasonable price, reputation, and amenities.

- Major motives in choosing a spa according to age

It was found that respondents who were aged between 15-20 years old rated the major motive for using spa service as: location, safety and security, therapists, service, ambience, spa facilities, amenities, reasonable price, reputation, and accessibility.

With respect the respondents who were aged between 21-30 years old, the major motives were: ambience, spa facilities, amenities, location, therapists, safety and security, reasonable price, accessibility, service, and reputation.

For the respondents who were aged between 31-40 years old, the major motives were: accessibility, ambience, location, service, amenities, therapists, safety and security, spa facilities, reasonable price, and reputation.

Regarding the respondents who were aged between 41-50 years old, the major motives were: therapists, ambience, reputation, accessibility, location, service, safety and security, reasonable price, amenities and spa facilities.

- The major motives for using spas according to marital status

It was found that respondents who were single rated the major motives, in descending order, as: ambience, therapists, spa facilities, location, amenities, safety and security, service, reputation, accessibility, and reasonable price.

Married respondents rated them as: ambience, spa facilities, service, location, therapists, safety and security, reputation, reasonable price, amenities and accessibility.

The major motives for divorced respondents were: safety and security, accessibility, reputation, ambience, spa facilities, location, therapists, reputation, service, and amenities.

- The major motives for using spa services according to occupation

It was found that respondents who were businessmen rated the major motives as: ambience, therapists, service, spa facilities, safety and security, accessibility, amenities, reputation, location, and reasonable price.

Government officers' major motives were: safety and security, service, reputation, ambience, spa facilities, reasonable price, accessibility, amenities, therapists, and location.

Regarding the engineers, the major motives were: accessibility, reasonable price, service, ambience, amenities, location, reputation, safety and security, therapists, and spa facilities.

For the respondents who were programmers, the major motives were: service, location, safety and security, reasonable price, reputation, accessibility, amenities, ambience, spa facilities, and therapists.

With regards to the doctors, the major motives were: service, location, safety and security, reasonable price, reputation, accessibility, amenities, ambience, spa facilities, and therapists.

6.1.7. Expected cost of services provided

- Expected cost of services provided according to level of education

The findings indicated the expected cost for the services provided per visit according to level of education. It was found that all secondary school level respondents (20 or 5.0 % of total), and the majorities of the diploma level respondents (100 respondents or 25.0 % of total), bachelor level respondents (60 respondents or 15.0 % of total), and postgraduate level respondents (200 respondents or 50.0 % of total) expected to pay between 2,001 to 3,000 baht per visit.

- The expected cost of services provided according to nationality

The majority of East Asian visitors (20 respondents or 5.0 % of total) preferred to pay less than 1,000 baht per visit. For European visitors, the two most equally popular price ranges were between 2,001 to 3,000 baht and 3,001 to 4,000 baht, represented by 60 respondents or 15.0 % each. For American visitors, the majority of them preferred to pay between 2,001 to 3,000 baht, represented by 100 respondents or 25.0 % of total). With regards to South Asian visitors, the majority of them preferred to pay between 2,001 to 3,000 baht (40 respondents or 10.0 % of total). The majority of African visitors preferred to pay between 1,001 to 2,000 baht (20 respondents or 5.0 % of total).

- Expected cost of services according to income

It was found that half the respondents who earned less than \$5,000 expected to pay 1,001 - 2,000 baht, whilst the other half expected to pay 2,001- 3,000 baht (20 respondents or 5.0 % of total).

All respondents who earned between \$15,000- 20,000 expected to pay less than 1,000 baht (20 respondents or 5.0 % of total).

The majority of respondents who earned between \$20,001- 25,000 expected to pay 2,001- 3,000 baht (100 respondents or 25.0 % of total).

With respect to respondents who earned between \$25,001- 30,000, equal numbers chose 2,001-3,000 baht and more than 5,000 baht (each represented by 20 respondents or 5.0 % of total).

All respondents who earned between \$30,001- 35,000 expected to pay 3,001- 4,000 baht (20 respondents or 5.0 % of total).

For respondents who earned more than \$35,001 the majority expected to pay 2,001-3,000 baht (60 respondents or 15.0 % of total).

- Expected cost of services provided according to age

It was found that all respondents who were aged between 15-20 years old expected to pay 2,001-3,000 baht (60 respondents or 15.0 % of total). The majority of those aged between 21-30 years old expected to pay 2,001- 3,000 baht (80 respondents or 20.0 % of total). Those aged between 31-40 years old equally expected to pay either less than 1,000 baht, 2,001 to 3,000 baht, 4,001-5,000 baht, or more than 5,000 (each represented by 20 respondents or 5.0 % of total). Those aged between 41-50 years old expected to pay 1,001 - 2,000 baht (40 respondents or 10.0 % of total).

- Expected cost of services provided according to marital status

It was found that respondents who were single expected to pay 2,001-3,000 baht (80 respondents or 20.0 % of total).

Married respondents expected to pay 2,001- 3,000 baht (100 respondents or 25.0 % of total).

Divorced respondents expected to pay less than 1,000 baht (40 respondents or 10.0 % of total).

- Expected cost of services provided according to occupation

It was found that respondents who were businessmen expected to pay 2,001- 3,000 baht (100 respondents or 25.0 % of total).

Government officers expected to pay either 2,001- 3,000 baht or more than 5,000 baht (each represented by 20 respondents or 5.0 % of total).

Those respondents who were engineers expected to pay less than 1,000 baht, 2,001-3,000 baht, or 3,001-4,000 baht (each represented by 20 respondents or 5.0 % of total).

Programmers expected to pay less than 1,000 baht (20 respondents or 5.0 % of total), whilst doctors expected to pay 2,001-3,000 baht (20 respondents or 5.0 % of total).

6.1.8. The most popular spa facilities

- The most popular spa facilities according to level of education

The findings showed the most popular spa facilities according to level of education. The secondary school level respondents rated their most popular spa facilities as follows, in descending order: herbal steam rooms, saunas, floral baths, hydrotherapy, and fitness studios. The diploma level respondents rated them as follows: slimming and muscle toning machines, mineral baths, hydrotherapy, dry treatment, and hairdressing salons. With regards to the bachelor level respondents, the most popular spa facilities were: slimming and muscle toning machines, hydrotherapy, fitness studios, relaxation areas, and the hairdressing salons. Finally, the postgraduate level respondents rated them as follows: saunas, whirlpool, hydrotherapy, dry treatment, and relaxation areas.

- The most popular spa facilities according to nationality

It was found that East Asian visitors rated the most popular spa facilities, in descending order, as: herbal steam rooms, mineral baths, mud wraps, hydrotherapy, and relaxation areas. For European visitors, the most popular were: saunas, hydrotherapy, fitness studios, relaxation areas and hairdressing salons. For American visitors, the most popular were: slimming and muscle toning machines, mineral baths, hydrotherapy, dry treatment, and relaxation areas. For South Asian visitors, the most popular were as follows: slimming and muscle toning machines, mineral baths, floral baths, dry treatment, and hairdressing salons. With respect to African visitors, the most popular were: herbal steam rooms, saunas, wet treatment rooms, hydrotherapy, and relaxation areas.

- The most popular spa facilities according to income

It was found that respondents who earned less than \$5,000 rated the most popular spa facilities as: herbal steam rooms, saunas, floral baths, dry treatment rooms, and relaxation areas.

For the respondents who earned between \$15,000- 20,000 the most popular were: herbal steam rooms, mineral baths, mud wraps, hydrotherapy, and relaxation areas.

Respondents who earned between \$20,001- 25,000 rated the most popular spa facilities as: slimming and muscle toning machines, mineral baths, hydrotherapy, dry treatment rooms, and hairdressing salons.

The respondents who earned between \$25,001- 30,000 rated the most popular spa facilities as: herbal steam rooms, mineral baths, Jacuzzis, dry treatment rooms, and relaxation areas.

For the respondents who earned between \$30,001- 35,000 the most popular spa facilities were: saunas, wet treatment rooms, mineral baths, mud wraps, and fitness studios.

Finally, those respondents who earned more than \$35,001 rated the most popular as: slimming and muscle toning machines, hydrotherapy, fitness studios, relaxation areas, and hairdressing salons.

- Most popular spa facilities according to marital status

It was found that respondents who were single rated the most popular spa facilities as: herbal steam rooms, hydrotherapy, fitness studios, relaxation areas, and hairdressing salons.

Married respondents rated the most popular as: slimming and muscle toning machines, mineral baths, hydrotherapy, dry treatment rooms, and hairdressing salons.

Respondents who were divorced rated the most popular as: slimming and muscle toning machines, mineral baths, mud wraps, fitness studios, and relaxation areas.

- The most popular spa facilities according to age

It was found that respondents who were aged between 15-20 years old rated the most popular spa facilities as: slimming and muscle toning, mineral baths, hydrotherapy, dry treatment rooms, and hairdressing salons. For the respondents who were aged between 21-30 years old the most popular spa facilities were: saunas, hydrotherapy, fitness studios, relaxation areas, and hairdressing salons. Those

respondents who were aged between 31-40 years old rated the most popular as: saunas, mineral baths, hydrotherapy, dry treatment rooms, and relaxation areas. Respondents who were aged between 41-50 years old rated them as follows: slimming and muscle toning machines, mineral baths, Jacuzzis, dry treatment rooms, and relaxation areas.

- The most popular spa facilities according to occupation

It was found that respondents who were businessmen rated the most popular spa facilities as: herbal steam rooms, hydrotherapy, fitness studios, relaxation areas, and hairdressing salons.

Government officers' most popular facilities were: slimming and muscle toning machines, mineral baths, hydrotherapy, dry treatment rooms, and hairdressing salons.

The engineers rated the most popular as: slimming and muscle toning machines, mineral baths, mud wraps, fitness studios, and relaxation areas.

Programmers rated them as: herbal steam rooms, hydrotherapy, fitness studios, relaxation areas, and hairdressing salons.

Finally, the respondents who were doctors rated the most popular as: slimming and muscle toning machines, mineral baths, hydrotherapy, dry treatment rooms, and hairdressing salons.

6.1.9. The most popular spa activities

- The most popular spa activities according to level of education

The findings showed the most popular spa activities according to level of education. The secondary school level respondents rated their most popular spa activities as being, in descending order: body massages, reflexology, facial massages, detoxification, and body wraps and scrubs. For the diploma level respondents, the most popular spa activities were: reflexology, aromatherapy, hair & nail treatment, meditation, and yoga. For the bachelor level respondents, the most popular activities were rated as: hydrotherapy, acupuncture, detoxification, body wraps and scrubs, and aromatherapy. For the postgraduate level respondents, the most popular spa activities were: hydrotherapy, aromatherapy, hair & nail treatment, acupuncture, and body wraps and scrubs.

- The most popular spa activities according to nationality

It was found that Asian visitors rated the most popular spa activities as: body massages, stress management, detoxification, Hair & nail treatment, and meditation.

For European visitors, the most popular were: hydrotherapy, acupuncture, hair & nail treatment, meditation, and yoga. For American visitors, the most popular were: body massages, aromatherapy, detoxification, body wraps and scrubs, and facial massages. South Asian visitors' most popular spa activities were: body massages, facial massages, yoga, detoxification, and body wraps and scrubs. Finally, the African visitors rated them as: hydrotherapy, aromatherapy, hair & nail treatment, meditation, and yoga.

- The most popular spa activities according to income

It was found that respondents who earned less than \$5,000 rated the most popular spa activities as: body massages, facial massages, hair & nail treatment, meditation, and body wraps and scrubs.

Respondents who earned between \$15,000- 20,000 rated the most popular spa activities as: body massages, stress management, detoxification, hair & nail treatment, and meditation.

With respect to the respondents who earned between \$20,001- 25,000, the most popular spa activities were: body massages, aromatherapy, detoxification, body wraps and scrubs, and relaxation areas.

Regarding respondents who earned between \$25,001- 30,000, the most popular were: hydrotherapy, acupuncture, detoxification, aromatherapy, and meditation.

Those respondents who earned between \$30,001- 35,000 rated the most popular as: reflexology, mud and body wraps, aromatherapy, body wraps and body scrubs, and yoga.

Finally, for respondents who earned more than \$35,001, the most popular were: body massages, mud and body wraps, detoxification, hair & nail treatment, and meditation.

- The most popular spa activities according to age

It was found that respondents who were aged between 15-20 years old rated the most popular spa activities as: body massages, yoga, stress management, detoxification, and meditation. Respondents aged between 21-30 years old rated the most popular as: reflexology, aromatherapy, detoxification, body wraps and scrubs, and Yoga. Those aged between 31-40 years old rated as follows: hydrotherapy, acupuncture, detoxification, hair & nail treatment, and meditation. For respondents

aged between 41-50 years old the most popular were: body massages, facial massages, hair & nail treatment, meditation, and aromatherapy.

- The most popular spa activities according to marital status

Single respondents rated the most popular spa activities as: body massages, aromatherapy, detoxification, body wraps and scrubs and acupuncture.

For married respondents, the most popular were: hydrotherapy, acupuncture, hair & nail treatment, meditation, and yoga. The most popular spa activities for divorced respondents were: body massages, stress management, detoxification, hair & nail treatment, and meditation.

- The most popular spa activities according to occupation

It was found that businessmen rated the most popular spa activities as: body massages, mud and body wraps, stress management, aromatherapy, and body wraps and scrubs.

Government officers rated the most popular as: body massages, mud and body wraps, detoxification, body wraps and scrubs, and stress management.

Engineers rated the most popular as: body massages, reflexology, detoxification, hair & nail treatment, and meditation.

Programmers rated the most popular spa activities as: body massages, stress management, detoxification, hair & nail treatment, and meditation.

Finally, the doctors rated the most popular spa activities as: body massages, yoga, stress management, detoxification, and meditation.

6.1.10. The most popular brands of products used in spa treatments

- The most popular brands of products used in spa treatments according to level of education

The findings showed the most popular brands of products used in spa treatments according to level of education. The secondary school respondents rated their most popular products as: Jurlique, Dr Spiller, Clinique, Jamjan, and Loreal. For the diploma level respondents, the most popular were: Decleor, Jurlique, Dr Spiller, Loreal, and Hanako. For the bachelor level respondents, the most brands were: Dr Spiller, Clinique, Jamjan, Loreal, and Hanako. With respect to the postgraduate level respondents, the brands were: Decleor, Clinique, Thalgo, Loreal, and Hanako.

- The most popular brands used in spa treatment according to nationality

The East Asian visitors rated the most popular brands as being: Jurlique, Thago, Clinique, Jamjan, and Loreal. For European visitors, the most popular were:

Dr Spiller, Clinique, Decleor, Jamjan, and Loreal. For American visitors, the most popular were: Jurlique, Dr Spiller, Clinique, Jamjan, and Hanako. For South Asian visitors, rated them as: Decleor, Dr Spiller, Clinique, Jamjan, and Hanako. Finally for African visitors, the most popular were: Dr Spiller, Clinique, Jamjan, Loreal, and Hanako.

- Most popular brands used in spa treatment according to income

It was found that respondents who earned less than \$5,000 rated the most popular brands as: Jurlique, Dr Spiller, Clinique, Jamjan, and Hanako.

For the respondents who earned between \$15,000- 20,000, the most popular were: Jurlique, Thalgo, Clinique, Jamjan, and Loreal.

Regarding the respondents who earned between \$20,001- 25,000, the most popular were: Jurlique, Dr Spiller, Clinique, Loreal, and Hanako.

With respect to the respondents who earned between \$25,001- 30,000 the most popular were: Decleor, Jurlique, Dr Spiller, Loreal, and Hanako.

Respondents who earned between \$30,001- 35,000 rated the most popular as: Decleor, Dr Spiller, Thalgo, Clinique, and Loreal.

Finally, for the respondents who earned more than \$35,001, the most popular were: Dr Spiller, Clinique, Jamjan, Loreal, and Hanako.

- The most popular brands used in spa treatment according to age

It was found that respondents who were aged between 15-20 years old rated the most popular brands as: Jurlique, Dr Spiller, Clinique, Jamjan, and Hanako. For the respondents who were aged between 21-30 years old the most popular were: Dr Spiller, Clinique, Jamjan, Loreal, and Hanako. Respondents aged between 31-40 years old rated the most popular as: Jurlique, Thalgo, Clinique, Loreal, and Hanako. Those aged between 41-50 years old rated the most popular as: Decleor, Clinique, Dr Spiller, Loreal, and Hanako.

- The most popular brands used in spa treatment according to marital status

It was found that single respondents rated the most popular brands as: Dr Spiller, Clinique, Jamjan, Loreal and Hanako.

Married respondents rated the most popular as: Jurlique, Clinique, Dr Spiller, Loreal, and Hanako.

Divorced respondents rated the most popular as: Jurlique, Thalgo, Clinique, Jamjan and Loreal.

- The most popular brands used in spa treatment according to occupation

It was found that businessmen rated the most popular brands as: Dr Spiller, Clinique, Jamjan, Loreal and Hanako.

Government officers rated the most popular as: Decleor, Jurlique, Thalgo, Loreal, and Hanako.

Engineers rated the most popular as: Decleor, Dr Spiller, Clinique, Jamjan and Loreal.

Programmers rated the most popular as: Jurlique, Thalgo, Clinique, Jamjan and Loreal.

Finally, doctors rated the most popular as: Dr Spiller, Clinique, Jamjan, Loreal, and Hanako.

6.1.12. Level of importance of spa services

- Level of importance of spa services according to level of education

The findings showed the level of importance of specific spa service attributes according to level of education. The secondary school respondents equally highly valued (mean = 5.00) the staffs' foreign language ability and the quality of the spa service. For the diploma level respondents, the level of safety and security, the quality of service, and the skills of the staff in providing spa service were all equally highly valued (mean = 4.25). Bachelor level respondents highly valued (mean = 4.75) the quality of service. With regards the postgraduate level respondents, the skills of the staff were valued the highest (mean = 4.67).

- Level of importance of spa services according to nationality

It was found that East Asian visitors rated both hygiene and cleanliness (mean = 5.00) and the willingness to provide a service (mean = 5.00) as being 'very important'.

For European visitors, reasonably priced services (mean = 3.44), skills of staff in providing spa service (mean = 4.33), separate facility areas for men and women (mean = 3.67), hygiene and cleanliness (mean = 4.11), room decoration and comfort (mean = 3.67), safety and security (mean = 4.00), variety of services (mean = 4.11), and foreign language ability of staff (mean = 3.78) were all 'very important' attributes.

For American visitors, the skills of the staff (mean = 3.43), reasonably priced services (mean = 4.29), skills of staff in providing spa service (mean = 3.86), separate facility areas for men and women (mean = 4.14), hygiene and cleanliness (mean = 3.86), safety and security (mean = 4.00), the variety of services (mean = 4.14), and foreign language ability of staff (mean = 4.14) were 'very important'.

With regards South Asian visitors, they rated the skills of the staff (mean = 4.50), separate facility areas for men and women (mean = 4.00), safety and security (mean = 4.50) as being 'very important'.

The African visitors rated reasonably priced services (mean = 5.00), the skills of the staff (mean = 5.00), and foreign language ability of staff (5.00) as 'very important'.

- Level of importance of spa services according to income

The respondents who earned less than \$5,000 equally highly valued reasonable prices (mean = 3.50), the skills of the staff (mean = 4.00), separate facility areas for men and women (mean = 4.5), hygiene and cleanliness (mean = 4.50), safety and security (mean = 4.50), the variety of services (mean = 4.50), staffs' foreign language ability (mean = 4.50), and quality of service (mean = 5.00).

Those respondents who earned between \$15,000- 20,000 equally highly valued reasonable prices (mean = 3.50), and hygiene and cleanliness (mean = 5.0).

Respondents who earned between \$20,001- 25,000 equally highly valued reasonable prices (mean = 3.43), the skills of the staff (mean = 4.29), hygiene and cleanliness (mean = 3.71), staffs' foreign language ability (mean = 3.86), and quality of service (mean = 4.14).

The respondents who earned between \$25,001- 30,000 equally highly valued the service skills of the staff (mean = 5.00), separate facility areas for men and women (mean = 5.0), room decoration and comfort (mean = 4.5), safety and security (mean = 4.50), and quality of service (mean = 4.50).

The respondents who earned between \$30,001- 35,000 equally highly valued safety and security (mean = 5.0), and quality of service (mean = 5.0).

Those respondents who earned more than \$35,001 equally highly valued reasonable prices (mean = 4.14), the service skills of staff (mean = 4.57), separate facility areas for men and women (mean = 3.43), hygiene and cleanliness (mean = 4.14), safety and security (mean = 3.86), room decoration and comfort (mean = 4.00),

the variety of services (mean = 4.00), foreign language ability of the staff (mean = 3.86), and quality of service (mean = 4.57).

- Level of importance of spa services according to age

The respondents who were aged between 15-20 years old equally highly valued staffs' foreign language ability (mean = 3.67), and quality of service (mean = 3.67).

The respondents who were aged between 21-30 years old equally highly valued reasonable prices (mean = 3.62), skills of staff in providing spa service (mean = 4.12), separate facility areas for men and women (mean = 3.63), hygiene and cleanliness (mean = 3.62), room decoration and comfort (mean = 3.63), safety and security (mean = 4.00), the variety of services (mean = 4.13), staffs' foreign language ability (mean = 4.00), and hygiene and cleanliness (mean = 4.62).

For the respondents who were aged between 31-40 years old equally highly valued the skills of staff in providing spa service (mean = 4.50), separate facility areas for men and women (mean = 3.25), hygiene and cleanliness (mean = 4.25), room decoration and comfort (mean = 4.25), staffs' foreign language ability (mean = 4.00), and quality of service (mean = 4.62).

Respondents who were aged between 41-50 years old equally highly valued reasonable prices (mean = 4.40), the skills of the staff (mean = 5.00), separate facility areas for men and women (mean = 4.0), hygiene and cleanliness (mean = 4.60), safety and security (mean = 4.20), the variety of services (mean = 4.20), staffs' foreign language ability (mean = 3.80), and quality of service (mean = 4.60).

- Level of importance of spa services according to marital status

The respondents who were single equally highly valued reasonable prices (mean = 3.75), the skills of the staff (mean = 4.12), hygiene and cleanliness (mean = 3.87), room decoration and comfort (mean = 3.75), staffs' foreign language ability (mean = 4.00), and quality of service (mean = 4.50).

For the respondents who were married equally highly valued reasonable prices (mean = 3.11), the skills of the staff (mean = 4.44), separate facility areas for men and women (mean = 3.78), hygiene and cleanliness (mean = 3.89), room decoration and comfort (mean = 3.67), safety and security (mean = 4.11), the variety of services (mean = 4.33), staffs' foreign language ability (mean = 3.78), and quality of service (mean = 4.44).

Divorced Respondents equally highly valued reasonable prices (mean = 3.40), the skills of the staff (mean = 4.67), separate facility areas for men and women (mean = 3.67), hygiene and cleanliness (mean = 4.67), safety and security (mean = 4.33), and quality of service (mean = 4.33).

- Level of importance of spa services according to occupation

It was found that businessmen equally highly valued reasonable prices (mean = 3.88), the skills of the staff (mean = 4.50), separate facility areas for men and women (mean = 3.50), hygiene and cleanliness (mean = 4.12), room decoration and comfort (mean = 4.00), safety and security (mean = 3.88), the variety of services (mean = 3.88), staffs' foreign language ability (mean = 4.00), and quality of service (mean = 4.50).

Government officers equally highly valued the skills of the staff (mean = 4.50), separate facility areas for men and women (mean = 4.50), room decoration and comfort (mean = 4.50), and quality of service (mean = 4.50).

The engineers equally highly valued reasonable prices (mean = 3.67), the skills of the staff (mean = 4.33), separate facility areas for men and women (mean = 4.00), hygiene and cleanliness (mean = 4.00), safety and security (mean = 4.33), the variety of services (mean = 4.67), and quality of service (mean = 5.00).

Programmers equally highly valued reasonable prices (mean = 1.00), and hygiene and cleanliness (mean = 5.00). And the respondents who were doctors rated room decoration and comfort (mean = 4.00), and safety and security (mean = 3.88), as the most important.

6.1.13. Level of importance of the spa personnel's attributes

- Level of importance of the spa personnel's attributes according to level of education

The findings showed the level of importance of the spa personnel's attributes according to level of education. The secondary school respondents equally highly valued (mean = 4.00) the willingness to provide a service, the skills in providing spa service, friendliness to guests, the support for special guest needs, the staff having at least 2 years' experience, the knowledge of staff about spa services, staff having at the least a certificated graduation in health service, foreign language ability, efficient and accurate service, and personal appearance. Diploma level respondents equally highly valued (mean = 4.38) the skills in providing spa services with the quality of service. With respect to the bachelor level respondents, quality of service was the most highly

valued (mean = 4.63). Graduate level respondents equally highly valued (mean = 4.00) the skills in providing spa services together with the quality of service.

- Level of importance of the spa personnel's attributes according to nationality

It was found that East Asian visitors rated as 'very important' the following attributes: skills in providing spa service (mean = 5.00), friendliness to guests (mean = 5.00), support for special guest's needs (mean = 5.00), knowledge about spa service (mean = 5.00), staff having at least 2 year's spa experience (mean = 5.00), efficient and accurate service (mean = 5.00), personal appearance (mean = 5.00), and quality of service (mean = 5.00).

European visitors rated the following as 'important': skills in providing spa service (mean = 4.11), friendliness to guests (mean = 3.89), knowledge about spa services (mean = 3.78), staff having at least 2 year's spa experience (mean = 3.78), staff certified in health service (mean = 3.67), staffs' foreign language ability (mean = 3.56), efficient and accurate service (mean = 3.89), personal appearance (mean = 3.67), and quality of service (mean = 4.44).

With respect to American visitors, they rated as 'important' the following: skills in providing spa service (mean = 4.43), friendliness to guests (mean = 3.57), support for special guest's needs (3.86), knowledge about spa services (mean = 4.14), staffs' foreign language ability (mean = 4.14), efficient and accurate service (mean = 4.43), personal appearance (mean = 4.14), and quality of service (mean = 4.43).

South Asian visitors rated as 'very important': skills in providing spa service (mean = 4.50), friendliness to guests (mean = 4.00), staff having at least 2 year's spa experience (mean = 4.00), efficient and accurate service (mean = 4.00).

Finally the African visitors rated as 'very important' the following: support for special guest's needs (mean = 5.00), knowledge about spa services (mean = 5.00), and staff certified in health service (mean = 5.00).

- Level of importance of the spa personnel's attributes according to income

The respondents who earned less than \$5,000 equally highly valued the willingness to provide a service (mean = 4.50), skill level of the staff (mean = 4.50), staffs' spa knowledge (mean = 4.50), staff having at least 2 year's spa experience (mean = 4.50), staff being at least certified in health service (mean = 4.00), the staffs' foreign language ability (mean = 4.50), efficient and accurate service (mean = 4.50), and quality of service (mean = 4.00).

Those respondents who earned between \$15,000- 20,000 equally highly valued the willingness to provide a service (mean = 5.00), skill level of the staff (mean = 5.00), friendliness to guests (mean = 5.00), support for special guest's needs (mean = 5.00), staffs' spa knowledge (mean = 5.00), staff having at least 2 year's spa experience (mean = 5.00), efficient and accurate service (mean = 5.00), staffs' personal appearance (mean = 5.00), and quality of service (mean = 5.00).

The respondents who earned between \$15,000- 20,000 equally highly valued willingness to provide a service (mean = 5.00), skill level of the staff (mean = 5.00), friendliness to guests (mean = 5.00), support for special guest's needs (mean = 5.00), staffs' spa knowledge (mean = 5.00), staff having at least 2 year's spa experience (mean = 5.00), efficient and accurate service (mean = 5.00), staffs' personal appearance (mean = 5.00), and quality of service (mean = 5.00).

Those who earned between \$20,001- 25,000 equally highly valued the skills in providing spa service (mean = 4.29), friendliness to guests (mean = 3.43), support for special guest's needs (mean = 3.71), staffs' spa knowledge (mean = 4.00), staff certified in health service (mean = 3.86), staffs' foreign language ability (mean = 3.86), efficient and accurate service (mean = 3.86), staffs' personal appearance (mean = 4.29), and quality of service (mean = 4.29).

Respondents earning between \$25,001- 30,000 equally highly valued the willingness to provide a service (mean = 5.00), skill level of the staff (mean = 4.50), friendliness to guests (mean = 5.00), staff having at least 2 year's spa experience (mean = 4.50), efficient and accurate service (mean = 4.50), staffs' personal appearance (mean = 4.00), and quality of service (mean = 4.50).

Those respondents who earned between \$30,001- 35,000 equally highly placed staff having at least 2 year's spa experience (mean = 4.00), staff being at least certified in health service (mean = 4.00), staffs' foreign language ability (mean = 4.00), efficient and accurate service (mean = 4.00), and quality of service (mean = 4.00).

Respondents who earned more than \$35,001 equally highly valued the willingness to provide a service (mean = 4.14), skill level of the staff (mean = 4.29), friendliness to guests (mean = 4.00), support for special guest's needs (mean = 3.14), staffs' spa knowledge (mean = 4.00), efficient and accurate service (mean = 4.14), and quality of service (mean = 4.43).

- Level of importance of the spa personnel's attributes according to age

Respondents aged between 15-20 years old equally highly valued the skills in providing spa service (mean = 4.33), efficient and accurate service (mean = 4.00), and quality of service (mean = 3.67). Respondents aged between 21-30 years old equally highly valued willingness to provide a service (mean = 3.75), skill level of the staff (mean = 4.13), friendliness to guests (mean = 3.63), support for special guest's needs (mean = 3.62), staffs' spa knowledge (mean = 3.88), staff having at least 2 year's spa experience (mean = 3.75), staff certified in health service (mean = 4.25), efficient and accurate service (mean = 4.00), staffs' personal appearance (mean = 3.88), and quality of service (mean = 4.37).

Respondents aged between 31-40 years old equally highly valued willingness to provide a service (mean = 4.00), skill level of the staff (mean = 4.25), friendliness to guests (mean = 3.75), support for special guest's needs (mean = 3.75), staffs' spa knowledge (mean = 4.25), staff having at least 2 year's spa experience (mean = 4.00), foreign language ability (mean = 3.75), efficient and accurate service (mean = 4.25), staffs' personal appearance (mean = 4.50), and quality of service (mean = 4.75).

Those aged between 41-50 years old equally highly valued willingness to provide a service (mean = 4.60), skill level of the staff (mean = 4.60), friendliness to guests (mean = 4.40), support for special guest's needs (mean = 3.60), staffs' spa knowledge (mean = 4.25), the experience at least 2 years in spa service (mean = 3.40), staffs' foreign language ability (mean = 3.60), efficient and accurate service (mean = 4.40), and quality of service (mean = 4.40).

- Level of importance of the spa personnel's attributes according to marital status

Single respondents equally highly valued the skills in providing spa service (mean = 4.25), friendliness to guests (mean = 4.13), support for special guest needs (mean = 3.50), staffs' spa knowledge (mean = 3.87), staff certified in health service (mean = 3.87), efficient and accurate service (mean = 4.25), personal appearance (mean 4.13), and quality of service (mean = 4.37).

Married respondents equally highly valued willingness to provide a service (mean = 3.78), skill level of the staff (mean = 4.11), friendliness to guests (mean = 3.22), staffs' spa knowledge (mean = 4.00), staff having at least 2 year's spa experience (mean = 3.67), staffs' foreign language ability (mean = 3.78), efficient and

accurate service (mean = 3.78), staffs' personal appearance (mean = 3.67), and quality of service (mean = 4.33).

The respondents who were divorced equally highly valued willingness to provide a service (mean = 5.00), skill level of the staff (mean = 5.00), friendliness to guests (mean = 5.00), support for special guest's needs (mean = 4.67), staffs' spa knowledge (mean = 4.67), staff having at least 2 year's spa experience (mean = 4.67), efficient and accurate service (mean = 5.00), staffs' personal appearance (mean = 4.00), and quality of service (mean = 4.33).

- Level of importance of the spa personnel's attributes according to occupation

The respondents who were businessmen equally highly valued the willingness to provide a service (mean = 3.88), skill level of the staff (mean = 4.13), friendliness to guests (mean = 3.75), staff having at least 2 year's spa experience (mean = 3.50), foreign language ability (mean = 3.75), efficient and accurate service (mean = 4.12), personal appearance (mean 3.75), and quality of service (mean = 4.50).

Government officers equally highly valued willingness to provide a service (mean = 4.00), friendliness to guests (mean = 3.50), staffs' personal appearance (mean = 4.50), and quality of service (mean = 4.50).

The engineers equally highly valued willingness to provide a service (mean = 4.00), skill level of the staff (mean = 4.33), friendliness to guests (mean = 3.67), support for special guest's needs (mean = 4.00), staffs' spa knowledge (mean = 4.00), efficient and accurate service (mean = 4.67), and quality of service (mean = 4.33).

The programmers equally highly valued the willingness to provide a service (mean = 5.00), skill level of the staff (mean = 5.00), friendliness to guests (mean = 5.00), support for special guest needs (mean = 5.00), staffs' spa knowledge (mean = 5.00), staff having at least 2 year's spa experience (mean = 5.00), efficient and accurate service (mean = 5.00), personal appearance (mean 5.00), and quality of service (mean = 5.00).

Finally, the doctors equally rated the skill level of the staff (mean = 4.00), staffs' spa knowledge (mean = 4.00), and personal appearance (mean 4.00).

6.1.15. Level of importance of spa location

- Level of importance of spa location according to level of education

The findings showed the level of importance of spa location according to level of education. The secondary school respondents equally highly valued (mean = 4.00) the place being easy to find, in a safe location, easy to access, obviously separated

from other businesses, enough parking space, a private place for the individual, sufficient lighting system, sufficient ventilation system, sanitation of the waste elimination system, suitable decoration, non-smoking and alcohol free areas, and services and price list on display. For the diploma level respondents, they equally highly valued (mean = 4.13) a private place for the individual, and sanitation of the waste elimination system. For the bachelor level respondents, a private place for the individual was valued most (mean = 4.63). Graduate respondents equally highly valued (mean = 4.00) suitable decoration, and services and price list on displays.

- Level of importance of spa location attributes according to nationality

East Asian visitors rated these following spa location attributes as being 'very important': easily accessible entrance (mean = 5.00), spa obviously separated from other businesses (mean = 5.00), private location (mean = 5.00), sufficient lighting (mean = 5.00), sanitation of the waste elimination system (mean = 5.00), suitable decoration (mean = 5.00), and non-smoking and alcohol free environment.

European visitors rated these following spa location attributes as 'very important': easy to find (mean = 3.56), safe location (3.89), easily accessible entrance (mean = 3.78), spa obviously separated from other businesses (mean = 3.67), private location (mean = 4.00), sufficient lighting (mean = 3.78), sufficient ventilation system (mean = 3.89), sanitation of the waste elimination system (mean = 4.11), suitable decoration (mean = 4.22), non-smoking and alcohol free environment (mean = 3.89), and services and price list on display (mean = 4.22).

American visitors rated these following spa location attributes as 'very important': easy to find (mean = 3.86), safe location (4.14), easily accessible entrance (mean = 3.86), spa obviously separated from other businesses (mean = 3.86), enough parking space (3.86), private location (mean = 4.29), sufficient ventilation system (mean = 3.71), sanitation of the waste elimination system (mean = 3.71), suitable decoration (mean = 4.00), and non-smoking and alcohol free environment (mean = 3.86).

South Asian visitors rated as 'very important': easy to find (mean = 5.00), spa obviously separated from other businesses (mean = 5.00), sufficient lighting (mean = 3.50), sufficient ventilation system (mean = 4.00), and non-smoking and alcohol free environment (mean = 3.50).

The African visitors rated the following as 'very important': easy to find (mean = 3.75), safe location (3.90), easily accessible entrance (mean = 3.90), spa

obviously separated from other businesses (mean = 3.90), enough parking space (3.00), private location (mean = 5.00), sanitation of the waste elimination system (mean = 5.00), suitable decoration (mean = 5.00), and services and price list on display (mean = 5.00).

- Level of importance of spa location attributes according to income

The respondents who earned less than \$5,000 equally highly valued safe location (mean = 4.00), sufficient lighting (mean = 4.50), and services and price list on display (mean = 4.50).

The respondents who earned between \$15,001- 20,000 equally highly valued easily accessible entrance (mean = 5.00), spa obviously separated from other businesses (mean = 5.00), private location (mean = 5.00), sufficient lighting (mean = 5.00), sanitation of the waste elimination system (mean = 5.00), suitable decoration (mean = 5.00), and non-smoking and alcohol free environment (mean = 5.00).

The respondents who earned between \$20,001- 25,000 equally highly valued easy to find (mean = 3.86), safe location (mean = 3.86), easily accessible entrance (mean = 3.86), spa obviously separated from other businesses (mean = 4.00), enough parking space (mean = 3.86), private location (mean = 4.57), sufficient ventilation system (mean = 3.86), sanitation of the waste elimination system (mean = 4.43), suitable decoration (mean = 4.00), and services and price list on display (mean = 4.00).

Respondents who earned between \$25,001- 30,000 equally highly valued easy to find (mean = 4.50), safe location (mean = 4.00), easily accessible entrance (mean = 4.50), spa obviously separated from other businesses (mean = 5.00), private location (mean = 4.50), sufficient lighting (mean = 4.50), sufficient ventilation system (mean = 4.50), suitable decoration (mean = 4.50), non-smoking and alcohol free environment (mean = 5.00), and services and price list on display (mean = 4.50).

The respondents who earned between \$30,001- 35,000 rated sufficient lighting (mean = 4.00), and services and price list on display (mean = 4.00) the highest.

The respondents who earned more than \$35,001 equally highly valued easy to find (mean = 3.45), safe location (mean = 3.71), easily accessible entrance (mean = 3.71), spa obviously separated from other businesses (mean = 3.57), private location (mean = 3.86), sufficient ventilation system (mean = 3.71), sanitation of the waste elimination system (3.86), suitable decoration (mean = 4.29), and non-smoking and alcohol free environment (mean = 4.29).

- Level of importance of spa location according to age

The respondents who were aged between 15-20 years old equally highly valued sufficient ventilation system (mean = 4.00), and sanitation of the waste elimination system (mean = 4.33). The respondents who were aged between 21-30 years old equally highly easy to find (mean = 4.00), safe location (mean = 4.00), easily accessible entrance (mean = 4.00), spa obviously separated from other businesses (mean = 4.00), private location (mean = 4.25), sufficient lighting (mean = 3.88), sufficient lighting (mean = 3.88), sufficient ventilation system (3.88), sanitation of the waste elimination system (mean = 4.37), suitable decoration (mean = 4.25), non-smoking and alcohol free environment (mean = 3.75), and services and price list on display (mean = 4.13).

Those between 31-40 years old equally highly valued easy to find (mean = 3.75), safe location (mean = 3.75), easily accessible entrance (mean = 4.25), spa obviously separated from other businesses (mean = 4.00), enough parking space (mean = 4.25), private location (mean = 4.25), sufficient lighting (mean = 4.25), sufficient ventilation system (mean = 3.50), sanitation of the waste elimination system (mean = 4.00), suitable decoration (mean = 4.25), non-smoking and alcohol free environment (mean = 3.75), and services and price list on display (mean = 4.25).

Respondents who were aged between 41-50 years old equally highly valued easy to find (mean = 3.60), safe location (mean = 4.00), easily accessible entrance (mean = 3.60), spa obviously separated from other businesses (mean = 3.80), private location (mean = 4.00), sufficient lighting (mean = 3.60), sufficient ventilation system (mean = 4.00), sanitation of the waste elimination system (mean = 3.40), suitable decoration (mean = 4.20), non-smoking and alcohol free environment (mean = 4.60), and services and price list on display (mean = 4.20).

- Level of importance of spa location according to marital status

Single respondents equally valued the following regarding spa location: easy to find (mean = 3.62), safe location (mean = 4.00), easily accessible entrance (mean = 3.75), spa obviously separated from other businesses (mean = 3.88), private location (mean = 4.37), sufficient ventilation system (mean = 4.13), sanitation of the waste elimination system (mean = 4.75), suitable decoration (mean = 4.38), non-smoking and alcohol free environment (mean 4.25), and services and price list on display (mean = 4.00).

The married respondents equally value the following: easy to find (mean = 3.67), safe location (mean = 3.78), easily accessible entrance (mean = 3.78), spa obviously separated from other businesses (mean = 3.67), enough parking space (mean = 3.22), private location (mean = 4.00), sufficient lighting (mean = 3.44), suitable decoration (mean = 3.78), non-smoking and alcohol free environment (mean = 3.22), and services and price list on display (4.22).

Those who were divorced equally rated the following: easy to find (mean = 4.33), safe location (mean = 4.00), easily accessible entrance (mean = 4.67), spa obviously separated from other businesses (mean = 4.67), private location (mean = 4.33), sufficient lighting (mean = 4.67), sufficient ventilation system (mean = 4.33), sanitation of the waste elimination system (mean = 4.33), suitable decoration (mean = 4.67), and non-smoking and alcohol free environment (mean = 5.00).

- Level of importance of spa location according to occupation

The businessmen equally highly valued safe location (mean = 3.38), spa obviously separated from other businesses (mean = 3.50), enough parking space (mean = 3.63), private location (mean = 4.00), sufficient lighting (mean = 4.00), sufficient ventilation system (mean = 3.75), sanitation of the waste elimination system (mean = 4.12), suitable decoration (mean = 4.00), and non-smoking and alcohol free environment (mean 4.00).

Government officers equally highly valued easy to find (mean = 5.00), safe location (mean = 4.50), easily accessible entrance (mean = 4.50), spa obviously separated from other businesses (mean = 4.50), private location (mean = 4.50), suitable decoration (mean = 4.50), non-smoking and alcohol free environment (mean = 3.50), and services and price list on display (4.50).

Engineers equally highly valued easy to find (mean = 4.33), safe location (mean = 4.67), easily accessible entrance (mean = 4.00), spa obviously separated from other businesses (mean = 3.67), private location (mean = 4.00), suitable decoration (mean = 4.00), and non-smoking and alcohol free environment (mean = 4.00).

Programmers equally highly valued easily accessible entrance (mean = 5.00), spa obviously separated from other businesses (mean = 5.00), private location (mean = 5.00), sanitation of the waste elimination system (mean = 5.00), suitable decoration (mean = 5.00), and non-smoking and alcohol free environment (mean 5.00).

Doctors rated easily accessible entrances (mean = 4.00), private location (mean = 4.00), sanitation of the waste elimination system (mean = 4.00), and services and price list on display (mean = 4.00).

6.1.16. Level of importance of health and safety factors of spas

- Level of importance of health and safety factors of spas according to level of education

The findings showed the level of importance of health and safety factors of spas according to level of education. The secondary school respondents equally highly valued (mean = 5.00) well-maintained first aid kits, together with clean, unused linens and spa wear. For the diploma level respondents, they equally highly valued (mean = 4.13) automatic thermometers set in thermal rooms, with sanitized, clean, uncluttered working surfaces, and sealed containers for implements like cotton balls and facial pads. With regards the bachelor level respondents, they equally highly valued (mean = 4.25) well-maintained first aid kits, warning signs displayed in risk areas, and fire alarm system installed. With respect to the graduate respondents, sealed & covered waste receptacles & laundry bins was valued the highest (mean = 4.00).

- Level of importance of health and safety factors according to nationality

East Asian visitors rated the following as 'very important': well maintained first aid kits (mean = 5.00), skillful & knowledgeable staff for specialized products & equipment (mean = 5.00), sanitized, clean, uncluttered working surfaces (mean = 5.00), and the use of disposable tools that break the skin (mean = 5.00).

European visitors rated a visible clock to ensure correct use & duration of equipment (mean = 3.00) as being 'very important'. The American visitors also rated this as 'very important' (mean = 2.71).

The South Asian visitors rated as 'important': the skills and knowledge of staff in using special products and equipment (mean = 4.00), visible clocks to ensure correct use & duration of equipment (mean = 4.00), sealed containers for implements like cotton balls and facial pads (mean = 4.50), and implements cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.50).

Finally, the African visitors rated the following as 'important': well maintained first aid kits (mean = 5.00), warning signs in high risk areas (mean = 5.00), the skills and knowledge of staff in using special products and equipment

(mean = 5.00), clean, unused linens and spa wear (mean = 5.00), and sanitized, clean, uncluttered working surfaces (5.00).

- Level of importance of health and safety factors according to income

The respondents who earned less than \$5,000 equally highly valued well maintained first aid kits (mean = 4.50), automatic thermometers set in thermal rooms (mean = 4.50), clean, unused linens and spa wear (mean = 5.0), sanitized, clean, uncluttered working surfaces (mean = 4.50), sealed containers for implements like cotton balls and facial pads (mean = 4.50), use of single application products or those have been stored in a sterilized environment (mean = 4.00), use of disposable tools for any skin piercing, implements cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.50), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 4.00), tools and products must be clearly labeled and stored safely (mean = 4.00), and fire alarm installed (mean = 3.50).

The respondents who earned between \$15,001- 20,000 equally highly valued well maintained first aid kits (mean = 5.00), skillful & knowledgeable staff for specialized products & equipment (mean = 5.00), sanitized, clean, uncluttered working surfaces (mean = 5.00), use of disposable tools for any skin piercing (mean = 5.00), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 5.00), and fire alarm installed (mean = 5.00).

The respondents who earned between \$20,001- 25,000 equally highly valued well maintained first aid kits (mean = 3.86), warning signs in high risk areas (mean = 4.14), skillful & knowledgeable staff for specialized products & equipment (4.14), automatic thermometers set in thermal rooms (mean = 4.50), clean, unused linens and spa wear (mean = 3.71), sanitized, clean, uncluttered working surfaces (mean = 3.57), sealed containers for implements like cotton balls and facial pads (mean = 3.71), implements cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 3.71), sealed & covered waste receptacles & laundry bins (3.43), tools and products must be clearly labeled and stored safely (mean = 3.43), and fire alarm installed (mean = 3.43).

Respondents who earned between \$25,001- 30,000 equally highly valued well maintained first aid kits (mean = 4.00), automatic thermometers set in thermal rooms (mean = 4.50), clean, unused linens and spa wear (mean = 5.0), sanitized, clean,

uncluttered working surfaces (mean = 5.00), sealed containers for implements like cotton balls and facial pads (mean = 4.50), implements cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.50), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 4.50), tools and products must be clearly labeled and stored safely (mean = 4.50), and fire alarm installed (mean = 4.50).

The respondents who earned between \$30,001- 35,000 equally highly rated automatic thermometers set in thermal rooms (mean = 4.00), sanitized, clean, uncluttered working surfaces (mean = 4.00), use of disposable tools for any skin piercing (mean = 4.00), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 4.00), sealed & covered waste receptacles & laundry bins (mean = 4.00), and fire alarm installed (mean = 4.00).

The respondents who earned more than \$35,001 equally highly valued well maintained first aid kits (mean = 3.29), warning signs in high risk areas (mean = 3.57), automatic thermometers set in thermal rooms (mean = 3.86), monitoring & control of spa water quality (mean = 3.71), clean, unused linens and spa wear (mean = 4.00), sanitized, clean, uncluttered working surfaces (mean = 4.29), sealed containers for implements like cotton balls and facial pads (mean = 4.14), use of single application products or those have been stored in a sterilized environment (mean = 4.29), use of disposable tools for any skin piercing (mean = 4.29), implements cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.00), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 3.86), sealed & covered waste receptacles & laundry bins (mean = 4.57), tools and products must be clearly labeled and stored safely (mean = 3.86), and fire alarm installed (mean = 4.00).

- Level of importance of health and safety factors according to age

The respondents who were aged between 15-20 years old equally highly valued well-maintained first aid kits (mean = 4.00), and clean, unused linens and spa wear (mean = 3.67).

Respondents aged between 21-30 years old equally highly valued well maintained first aid kits (mean=3.88), warning signs in high risk areas (mean = 4.12), skillful & knowledgeable staff for specialized products & equipment (mean = 4.00),

visible clocks to ensure correct use & duration of equipment (mean = 3.37), automatic thermometers set in thermal rooms (mean = 4.13), monitoring & control of spa water quality (mean = 3.88), clean, unused linens and spa wear (mean = 4.25), sanitized, clean, uncluttered working surfaces (mean = 4.13), sealed containers for implements like cotton balls and facial pads (mean = 4.13), use of single application products or those have been stored in a sterilized environment (mean = 3.63), use of disposable tools for any skin piercing (mean = 4.00), implements cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 3.62), sealed & covered waste receptacles & laundry bins (mean = 4.12), tools and products must be clearly labeled and stored safely (mean = 3.75), and fire alarm installed (mean = 4.13).

The respondents who were aged between 31-40 years old equally highly valued well maintained first aid kits (mean = 4.00), skillful & knowledgeable staff for specialized products & equipment (4.00), clean, unused linens and spa wear (mean = 3.25), sanitized, clean, uncluttered working surfaces (mean = 4.25), use of disposable tools for any skin piercing (mean = 3.75), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 3.50), tools and products must be clearly labeled and stored safely (mean = 3.75), and fire alarm installed (mean = 4.00).

The respondents aged between 41-50 years old equally highly valued automatic thermometers in thermal rooms (mean = 4.00), monitoring & control of spa water quality (mean = 3.60), clean, unused linens and spa wear (mean = 4.60), sanitized, clean, uncluttered working surfaces (mean = 4.60), sealed containers for implements like cotton balls and facial pads (mean = 4.60), use of single application products or those have been stored in a sterilized environment (mean = 4.60), use of disposable tools for any skin piercing (mean = 4.40), implements cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.60), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 4.40), sealed & covered waste receptacles & laundry bins (mean = 4.60), tools and products must be clearly labeled and stored safely (mean = 4.20), and fire alarm installed (mean = 4.20).

- Level of importance of health and safety factors according to marital status

The single respondents equally highly valued well maintained first aid kits (mean = 4.13), warning signs in high risk areas (mean = 4.12), skillful & knowledgeable staff for specialized products & equipment (mean = 3.87), visible clocks to ensure correct use & duration of equipment (mean = 3.38), automatic thermometers set in thermal rooms (mean = 4.00), monitoring & control of spa water quality (mean = 4.12), clean, unused linens and spa wear (mean = 4.50), sanitized, clean, uncluttered working surfaces (mean = 4.38), sealed containers for implements like cotton balls and facial pads (mean = 4.25), use of single application products or those have been stored in a sterilized environment (mean = 4.00), use of disposable tools for any skin piercing (mean = 4.13), implements cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.00), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 4.00), sealed & covered waste receptacles & laundry bins (mean = 4.12), tools and products must be clearly labeled and stored safely (mean = 3.63), and fire alarm installed (mean = 3.62).

The married respondents equally highly valued well maintained first aid kits (mean = 3.33), automatic thermometers set in thermal rooms (mean = 3.56), clean, unused linens and spa wear (mean = 3.44), sanitized, clean, uncluttered working surfaces (mean = 3.67), sealed containers for implements like cotton balls and facial pads (mean = 3.44), use of single application products or those have been stored in a sterilized environment (mean = 3.22), use of disposable tools for any skin piercing (mean = 3.56), implements cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 3.56), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 3.56), sealed & covered waste receptacles & laundry bins (mean = 3.78), tools and products must be clearly labeled and stored safely (mean = 3.67), and fire alarm installed (mean = 3.78).

The divorced respondents equally highly valued well maintained first aid kits (mean = 4.00), skillful & knowledgeable staff for specialized products & equipment (mean = 3.67), automatic thermometers set in thermal rooms (mean = 4.00), monitoring & control of spa water quality (mean = 4.33), clean, unused linens and spa wear (mean = 4.67), sanitized, clean, uncluttered working surfaces (mean = 5.00),

sealed containers for implements like cotton balls and facial pads (mean = 4.00), use of single application products or those have been stored in a sterilized environment (mean = 4.33), use of disposable tools for any skin piercing (mean = 4.67), implements cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.67), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 4.67), sealed & covered waste receptacles & laundry bins (mean = 4.33), tools and products must be clearly labeled and stored safely (mean = 4.33), and fire alarm installed (mean = 4.67).

- Level of importance of health and safety factors according to occupation

The respondents who were businessmen equally highly valued well maintained first aid kits (mean = 3.25), warning signs in high risk areas (mean = 3.63), visible clocks to ensure correct use & duration of equipment (mean = 3.13), automatic thermometers set in thermal rooms (mean = 3.75), monitoring & control of spa water quality (mean = 3.63), clean, unused linens and spa wear (mean = 3.75), sanitized, clean, uncluttered working surfaces (mean = 4.13), sealed containers for implements like cotton balls and facial pads (mean = 3.88), use of single application products or those have been stored in a sterilized environment (mean = 3.50), use of disposable tools for any skin piercing (mean = 3.88), implements cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 3.75), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 3.50), and sealed & covered waste receptacles & laundry bins (mean = 4.00).

Government officers equally highly valued well maintained first aid kits (mean = 4.00), clean, unused linens and spa wear (mean = 4.50), sanitized, clean, uncluttered working surfaces (mean = 3.50), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 3.50), sealed & covered waste receptacles & laundry bins (mean = 4.00), tools and products must be clearly labeled and stored safely (mean = 3.50), and fire alarm installed (mean = 4.50).

Engineers equally highly valued automatic thermometers in thermal rooms (mean = 4.33), monitoring & control of spa water quality (mean = 2.67), clean, unused linens and spa wear (mean = 4.00), sanitized, clean, uncluttered working surfaces (mean = 4.33), technicians must have freshly washed and dried hands or have

surgical gloves on during spa treatments (mean = 4.33), sealed & covered waste receptacles & laundry bins (mean = 4.33), tools and products must be clearly labeled and stored safely (mean = 4.00), and fire alarm installed (mean = 4.33).

Programmers equally highly valued well maintained first aid kits (mean = 5.00), skillful & knowledgeable staff for specialized products & equipment (mean = 5.00), sanitized, clean, uncluttered working surfaces (mean = 5.00), use of disposable tools for any skin piercing (mean = 5.00), technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments (mean = 5.00), and fire alarm installed (mean = 5.00).

Doctors equally highly valued skillful & knowledgeable staff for specialized products & equipment (mean = 4.00), visible clocks to ensure correct use & duration of equipment (mean = 4.00), sealed containers for implements like cotton balls and facial pads (mean = 4.00), implements cleaned with a hospital grade disinfectant, sanitized by a UV light or similar piece of equipment or sterilized through an autoclave (mean = 4.00), and tools and products must be clearly labeled and stored safely (mean = 4.00).

6.2. Customer data collection from spa owners

The information previously collected was used as the basis for the more structured questions (qualitative research) that were used in the interviews with the 23 day spa service-providers. The 23 in-depth interviews were undertaken to clarify and explain the results from the quantitative research and consisted of one-to-one interviews. The interviews took place during August to October, 2005, and each interview lasted between 1 and 2 hours.

6.2.1. The main purposes of visit

The main purposes of the customers who traveled to Thailand were business, relaxation, residency in Thailand, escaping from cool weather, and for honeymooning.

6.2.2. The number of visits made to Thailand

The customers were individual tourists who had visited Thailand more than three times.

6.2.3. Number of spa visits made

Eighty percent of customers had experienced spas before.

6.2.4. Sources of spa information used

Customers found out about spa-tourism in Thailand from the Internet, travel agencies, walk-ins, word of mouth, brochures, exhibitions, television, magazines, and the radio.

6.2.5. Purpose of spa visit

The main purposes for using spa services were for massages for relaxation, massages for relieving muscles, skin beautifying treatment massages, and to lose weight.

6.2.6. Major motives in choosing a spa

The major motives of customers when choosing a spa to use in Bangkok were as follows:

- Located near office.
- Convenient transportation to the spa.
- Service of the spa.
- Friendly service
- Reasonable price of services
- Comfortable atmosphere
- Improvement of spa products

6.2.7. Expected cost of services provided

The customers expected to pay between 1000 -3000 Baht per visit

6.2.8. Most popular spa facilities

The spa facilities that the customers liked to use the most were Jacuzzis, whirlpools, slimming and muscle toning machines, and water therapy

6.2.9. Most popular spa activities

The spa activities that the customers liked to use the most were Thai massages, body massages, facial massages, and skin scrubs.

6.2.10. Most popular brands of products used in spa treatments

The favorite brands that the customers liked to use the most were Thai herbs and aromatic oils.

6.2.11. Level of importance of spa services

The customers expected that spa services should be reasonably priced, have up-to-date equipment, and be sanitary. The spa areas should also be in a private place and easily accessible.

6.2.12. Level of importance of the spa personnel's attributes

Customers expected staff to be smiling, enthusiastic in their job, polite, friendly, honest, patient, and well mannered. Spa employees should have knowledge about the human anatomy.

6.2.15. Level of importance of spa location

The expectations of the customers regarding spa location attributes are as follows:

- Easily accessible location.
- The service of spa is not take time.
- Located in the business area.
- Convenient car parking.
- Private location

6.2.14. Level of importance of health and safety factors of spas

The most important customers' expectations regarding health and safety attributes are as follows:

- Sanitary equipment and environment
- Service provided should be in a comfortable and good atmosphere.
- It should have the security to inspect the safety for their customers. The property should be regularly inspected by health and safety officers to ensure that the spa is following all health and safety rules and regulations.
- Doctors and specialists should be there to advise customers.
- Natural spa products should be used.
- Employees should be well experienced in using spa products and equipment.

6.3. Conclusion

In order to achieve the objective of the research in studying the demands of international tourists regarding the service quality elements of day spas in Bangkok, and the supply of day spa service-providers able to provide quality service to their customers in Bangkok, Thailand, the qualitative and quantitative research methods were used to collect the data on the demand and supply of day spas The results were presented in the table below:

Table 6.1. Conclusion of the demand and supply of day spas

| The Topic of Findings | Findings after interviews with Customers | Findings after interviews with Spa owners |
|---|--|--|
| Main purposes of visit | -business. | - business - relaxation - residency in Thailand - escaping from cool weather - honeymooning. |
| Number of visits made to Thailand | -more than five times. | -more than three times. |
| Number of spa visits made | - all customers had used spas before | - all customers had used spas before. |
| Sources of spa information used | -the suggestions from friends and relatives, the radio, newspaper, Internet, magazines, exhibitions, travel agents, and TV. | - Internet, travel agency, walk-ins, word of mouth, brochures, exhibitions, television, magazines, and the radio. |
| Purpose of spa visit | -to lose weight and relaxation -to relieve stress. | - massage for relaxation - massage for relieving muscles - skin beautifying treatment massages -to lose weight. |
| Major motives in choosing a spa service | -location, service, safety and security, reputation, amenities, reasonable price, ambience, therapists, accessibility, and spa facilities. | - located near office - convenient transportation to the spa - services provided - friendly service - reasonably priced services - comfortable atmosphere - improvement of spa products. |
| Expected cost of services provided | -1,000 – 5,000 Baht per visit | -1,000 – 3,000 Baht per visit |
| Most popular spa facilities | -slimming and muscle toning machines, mineral baths, floral baths, dry treatment, and hairdressing salons | - Jacuzzis, whirlpools, slimming and muscle toning machines, water therapy |
| Most popular spa activities | -body massages, aromatherapy, detoxification, body wraps and scrubs, and facial massages | - Thai massage, body massages, facial massages and skin scrubs. |
| Most popular brands of | -Jurlique, Thago, Clinique, Jamjan, and | -Thai herbs and aromatic oils. |

| | | |
|--|--|--|
| products used in spa treatments | Loreal | |
| Level of importance of spa services | <ul style="list-style-type: none"> -reasonably priced services - staff skilled in providing spa services -separate facility areas for men and women - hygienic and clean - safe and secure environment - variety of services - staffs' foreign language ability | <ul style="list-style-type: none"> - services should be reasonably priced - up-to-date equipment, - be sanitary. - spa area should be private - easily accessible. |
| Level of importance of the spa personnel's attributes | <ul style="list-style-type: none"> -skills in providing spa service -friendliness to guests -support for special guest's needs -knowledge about spa services -staffs' foreign language ability -efficient and accurate service -personal appearance -quality of service. | <ul style="list-style-type: none"> - friendly - enthusiastic in job - polite - honest - patient - well-mannered - knowledgeable about human anatomy. |
| Level of importance of spa location | <ul style="list-style-type: none"> -easy to find -safe location -easily accessible entrance -spa obviously separated from other businesses -enough parking space -private location -sufficient ventilation system -sanitation of the waste elimination system -suitable decoration -non-smoking and alcohol free environment | <ul style="list-style-type: none"> - easy accessible location - The service of spa is not take time. - located in business area. - convenient car parking - private location. |
| Level of importance of health and safety factors of spas | <ul style="list-style-type: none"> -well maintained first aid kits -skillful & knowledgeable staff for specialized products & equipment -sanitized, clean, uncluttered working surfaces - use of disposable tools that break the skin | <ul style="list-style-type: none"> - sanitary equipment and environment. - service provided should be in a comfortable and atmospheric environment - It should have the security to inspect the safety for their customers. - Doctors and specialists should |

| | | |
|--|--|---|
| | | be there to advise customers. - natural spa products should be used - Employees should be well experienced in using spa products and equipment. |
|--|--|---|

Regarding the above table, the following conclusions can be drawn:

1. Main purposes of visit

According to the findings of the interviews with the customers, it was found that their main purpose of visiting Thailand was to do business. However the spa owners identified business, relaxation, residency in Thailand, escaping from cool weather, and honeymooning as the main reasons for their customers visiting Thailand.

2. Number of visits made to Thailand

According to the findings of interview the customers, it can be seen that most had visited Thailand more than five times, whilst the spa owners identified that most of their customers had visited Thailand more than three times.

3. Number of spa visits made

Both customers and spa owners answered that all customers had experienced spa services before.

4. Sources of spa information used

According to the findings of interview the customers, it can be seen that their sources of spa information used came from suggestions from their friends and relatives, the radio, newspaper, Internet, magazines, exhibitions, travel agents, and TV. The owners indicated that their customers had received the information from the Internet, travel agencies, walk-ins, the word of mouth, brochures, exhibitions, television, magazines, and the radio.

5. Purpose of spa visit

According to customers, it can be seen that the main purposes of spa visits were to lose weight, relaxation, and to relieve their stress. Owners indicated that their customers would like to lose weight, and have massages for relaxation, relieving their muscles, and for skin beautifying treatment.

6. Major motives in choosing a spa service

According to customers the major motives in choosing a spa service were location, service, safety and security, reputation, amenities, reasonable price,

ambience, therapists, accessibility, and spa facilities. The owners indicated that their customers chose spa services for the following reasons: located near office, convenient transportation to the spa, services of spa, friendliness of staff, reasonably priced services, comfortable atmosphere, and the improvement of spa products.

7. Expected cost of services provided

Customers expected to pay between 1,000 – 5,000 Baht per visit, while the owners indicated that their customers expected to pay between 1,000 – 3,000 Baht per visit.

8. Most popular spa facilities

According to the customers their most popular spa facilities were slimming and muscle toning machines, mineral baths, floral baths, dry treatment, and hairdressing salons. Owners indicated that the most popular of them were Jacuzzis, whirlpools, slimming and muscle toning machines, and water therapy.

9. Most popular spa activities

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. Owners indicated that the most popular spa activities were Thai massage, body massages, facial massages and skin scrubs.

10. Most popular brands of products used in spa treatments

Customers stated their most popular brands of products used in spa treatments were Jurlique, Thago, Clinique, Jamjan, and L'Oréal. However the owners indicated that the most popular brands of products used in spa treatments were Thai herb and aromatic oils.

11. Most important attributes of spa services

Customers ranked the following highly in terms of importance with regard to spa services: reasonably priced services, skill of staff in providing services, separate facility areas for men and women, hygiene and cleanliness, safety and security, variety of services, and foreign language ability of staff. Owners indicated that they mostly ranked the following as being the most important: reasonably priced services, up-to-date equipment, be sanitary, in a private location, and easily accessible.

12. Most important attributes of spa personnel

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, foreign language ability, efficient and accurate

service, personal appearance, quality of service. Owners indicated that the following were most important: friendliness, smiling, enthusiasm towards job, politeness, honesty, patience, and good manners, and knowledgeable about the human anatomy.

13. Important factors regarding location of spas

According to the customers, it can be seen that the most important factors regarding the location of spas are: easy to find, safe location, easily accessible entrance, spa obviously separated from other businesses, enough parking space, private location, sufficient ventilation system, sanitation of the waste elimination system, suitable decoration, and non-smoking and alcohol free environments. Owners stated the following as being most important: easily accessible, the service of spa is not take time, the located in the business area, convenient car parking, and in a private location.

14. Important health and safety factors of spas

Customers thought the following as the most important factors regarding health and safety in spas: well maintained first aid kits, skillful & knowledgeable staff for specialized products & equipment, sanitized, clean, uncluttered working surfaces, and the use of disposable tools that break the skin. The owners rated the following as most important: sanitary standard of all spa equipment and environment, comfortable and atmospheric environment, it should has the security to inspect the safety for their customers, doctors and specialists should be there to advise customers., natural spa products should be used, and employees should be well experienced in using spa products and equipment.

6.4. Recommendations

6.3.1 The results of this research indicated that all of the customers had used spa services before. Most international and domestic tourists had visited day spas in Bangkok more than three times. Thus the spa manager should develop spa activities and facilities in a way to attract the attention of both international and domestic tourists repeated customers. For example, spa services need to be changed and their quality improved every month. These changes need to be presented in the advertising media in order to repeatedly attract both international and domestic tourists.

6.3.2 This research indicated that all customers obtained information about spa-tourism from these sources: suggestions from friends and relatives, the radio, newspapers, the Internet, magazines, exhibitions, travel agents, and TV. These

sources of tourist information are important devices that can help to transmit spa-tourism information that can motivate and influence the choices of the target tourists. Seaton and Bennett (1996) have suggested that the promotional tools that the service-providers can use to promote tourism to access the target tourists consist of the press media and broadcast media. The press media consists of a diverse range of general and specialist magazines and newspapers, which cover a wide range of tourists. The main advantages of the press media are its ability for precise segmentation of geographic, socioeconomic and interest group and its capacity to deliver large amounts of detailed information. In this research, the press media that both international and domestic tourists used to obtain the spa-tourist information from were travel magazines and newspapers. Besides, Seaton and Bennett also identified the broadcast media as promotional tools to promote tourism. The broadcast media consists of TV and radio that are suited for reaching wide audiences quickly. In this research, the broadcast media that both international and domestic tourists used were TV, the radio and the Internet. Moreover, this research has indicated that other tourist information sources that can be used to promote spa-tourism is advice from tourists' friends and relatives. This is an important source giving both international and domestic tourists ideas to make decisions about their preferences for tourist attractions. In order to increase the amount of information spread by word of mouth, spa managers have to stress the importance of offering high quality and diversified spa products to satisfy the needs and wants of current tourists as these are the tourists who can then pass on the good word to potential customers. It can be concluded that there are many tourist information sources that the day spa manager should consider using to promote the spa-tourism.. In the selection of individual tourist information sources to promote the spa-tourism, the managers have to divide their target tourists into the categories of gender, age ranges, educational level, income level, family status, nationality, and occupation. Then they must consider effective tourist information sources that can convey spa-tourism information to access the target tourists (Swarbrooke, 2000).

6.3.3 The results of this research indicated that there were many purposes why tourists used spas: to lose weight, relaxation, to relieve stress, and for skin beautifying treatment massages. In order to develop and design day spa services that satisfy tourists, spa managers must understand the purposes of why both international and domestic tourists use spas.

6.3.4 The results indicated that there were many motives regarding the tourists' choice of spa:

- Located near office.
- Convenient transportation to the spa.
- Service of the spa
- Friendly service
- Reasonably priced services
- Comfortable atmosphere of spa
- The improvement of spa products

In order to attract the largest number of both international and domestic tourists, spa managers should understand what the motives are of individual tourists that encourage them to select a particular spa. In order to influence the preferences of tourists, the spa managers must develop and improve the location, the convenience the service, the spa products, the price of spa services, and the atmosphere.

6.3.5 According to the results, tourists expected to pay somewhere between 1,000 to 5,000 Baht per visit. In order to attract the interest of customers, the price of spa services should not be expensive. The price should be set according to the service of spa. Each service provided by the spa should have a fixed price.

6.3.6 The result of this research indicated that the most popular spa facilities of tourists were slimming and muscle toning machines, mineral baths, floral baths, dry treatment, and hairdressing salons. In order to develop and design day spa facilities to satisfy the tourist, spa managers must understand what facilities they want and attempt to provide those facilities.

6.3.7 The results of this research indicated the most popular spa activities were body massages, aromatherapy, detoxification, body wraps and scrubs, and facial massages. In order to develop and design day spa activities to satisfy tourists, spa managers must understand what activities are desired and attempt to design and improve relevant ones.

6.3.8 Results showed that the most popular brands of products used in spa treatments were Jurlique, Thago, Clinique, Jamjan, Loreal, and Thai herbs. Thus, in order to satisfy tourists, spa managers should ensure the use of the most popular brands in their facilities.

6.3.9 The results of this research indicated the most important attributes of spas, in the tourists' views, as being: reasonably priced services, skilled staff, separate

facility areas for men and women, hygiene and cleanliness, safety and security, a variety of services, and foreign language ability of staff. In order to satisfy the tourists who prefer day spa, the spa manager should provide the spa service that the tourists want.

6.3.10 The results showed that in the opinion of the tourists the most important attributes of the spa personnel were: skill of staff, friendliness to guests, support for special guest's needs, knowledge about spa services, staffs' foreign language ability, efficient and accurate service, personal appearance, and quality of service. The staff are very important to spas as they present the image of the establishments and deliver their services. The spa manager should organize training courses regularly to develop staff performance and improve the staff's knowledge about spa services, spa products, and spa equipment, with the goal of providing a service standard. Furthermore, the training course should improve the language skills in orders to attract more international tourists whose first language is not English. Besides, they should be trained about the interactions in serving the tourists with their service mind (Swarbrooke, 2000).

6.3.11 The results showed the most important factors with regard to the spa's location as being: easy to find, safe location, easily accessible entrance, spa obviously separated from other businesses, enough parking space, private location, sufficient ventilation system, sanitation of the waste elimination system, suitable decoration, and non-smoking and alcohol free environment.

6.3.12 Results showed that with respect to the tourists their most important health and safety factors were: well maintained first aid kits, skillful & knowledgeable staff for specialized products & equipment, sanitized, clean, uncluttered working surfaces, the use of disposable tools that break the skin, and the security to inspect the safety for their customers. Moreover, the spa should have doctors and specialists to advise the customers.

6.5. The suggestion for future research

There are many spa businesses in Thailand. For this research, the researcher focused on the groups of international and domestic tourists who visited day spas in Bangkok. The results of this research are suitable for use by the owners of spa businesses to develop and improve their businesses. Besides, this research is also

useful for the TAT (Tourism Authority of Thailand) as a reference paper to create a strategic plan to promote spa-tourism in Thailand.

This research focused on day spas in Bangkok and therefore, further research should be conducted in other types of spa-tourism except day spas.



Bibliography

- Anonymous, (1998). *Hawaii's healthy spas; Hawaii Supplement; Sales and Marketing Management*, Bill Communication. the Spa Association.
- Baron, S. and Harris, K. (1995). *Service Marketing*. Macmillan.
- Beaver, A.(2002). *A Dictionary of Travel and Tourism Terminology*, Oxford: CABI Publishing.
- Blank, Christine.(1999) *Analyst plugs awareness campaign for spas' success*; Hotel and Motel Management, vol: 214 no: 17, Advanstar Communications Inc.
- Brunt, P. (1997). *Market research in travel and tourism*, Oxford: Butterworth-Heinemann.
- Casison, Jeanie (2001). *The royal treatment; Incentive*, vol: 175 no: 10 VNU Emedia, Inc.
- Cooper, D. R. and Schindler, P. S. (2001). *Business Research Methods*, Singapore: Mc Graw-Hill International Edition. Korean Academy of Tourism Agriculture.
- Cooper, C., Fletcher, J., Gilbert, D., Shepherd, R. and Wanhill, S. (1998). *Tourism: Principles and Practice*, Singapore: Prentice Hall.
- Czepial, J., Solomon, M. and Surprenant, C. (1985). *The Service Encounter*, Lexington Books.
- Engel, J.F., Blackwell, R.D. and Miniard, P.W. (1995). *Consumer Behaviour*, Dryden.
- Finn, M., Elliott-White, M. and Walton, M. (2000). *Tourism and Leisure Research Methods: Data collection, analysis and interpretation*, Malaysia: Longman.
- Gabbott, M. and Hogg, G. (1998). *Consumers and Services*, Wiley.
- Galbraith, J. K. (1969). *The Affluent Society*, New York: New American Library.
- Goeldner, C. R., Ritchie, J.R., Brent, M. and Robert W. (2000). *Tourism: Principles, Practices, Philosophies*, Toronto: John Wiley and Sons.
- Goodrich, J. and Goodrich, G.(1987). *Health care tourism: an exploratory Study*, Tourism Management, Vol.8 no.3, pp.217-222.

- Goodrich, Jonathan N., 1994, *Travel and tourism: The world's largest industry*; Journal of travel research, vol: 32 no: 3, University of Colorado.
- Grimm, L. G. (1993). *Statistical applications for the behaviour Sciences*, New York: John Wiley.
- Gronroos, C. (1990). *Service Management and Marketing: Managing the Moments of Truth in Service Competition*, Lexington Books.
- Gummerson, E. (1987). *The new marketing- developing long-term interactive Relationships*, Long Range Planning, vol: 20 no:4, pp. 10-22.
- Hanna, N. and Wozniak, R. (2001). *Consumer Behaviour: An applied approach*, New Jersey: Prentice Hall.
- Horner, S. and Swarbrook, J. (1996). *Marketing Tourism, Hospitality and Leisure in Europe*. Thompson.
- Jennings, G. (2001). *Tourism Research*, Milton: John Wiley.
- Knowles, T., Diamantis, D. and El-Mourhabi, J. B. (2001). *The globalization of Tourism and Hospitality: A Strategic Perspective*, Trowbridge, Wilts: Cromwell Press. pp.34-35.
- Kotler, P. (2000). *Marketing Management*. Prentice Hall.
- Kotler, Philip, Bowen, John and Makens (2002) Upper Saddle River, NJ: Prentice Hall, 2003
- Lewis, R. C. and Chambers, R. E. (2000). *Marketing Leadership in Hospitality: Foundation and Practices*, Toronto: John Wiley and Sons.
- Lewis, R. C. and Morris, S. V. (1987). *The Positive Side of Guest Complaints*. Cornell Hotel and Restaurant Quarterly, vol.27, no.4, pp 13-15.
- Malhotra, N. K. (2000). *Marketing Research: An Applied Orientation*, New Jersey: Prentice Hall International.
- Malhotra, N. K. (2002). *Basic Marketing Research: Applications to Contemporary Issues*, New Jersey: Prentice Hall International.
- Medlik, S. (2003). *Dictionary of travel, tourism and hospitality*, Oxford: Butterworth Heineman.
- Mill, R.C. and Morrison, A. (1998). *Travel and Research Association Annual Conference: Coumper Brand Loyalty for Public Campgrounds*, Texas: Fort Worth.

- Morrison A.M. (2002). *Hospitality and Travel Marketing*, New York: Delmar.
- Oxford University. (2000). *Oxford Advanced Learner's Dictionary of Current English Oxford*, Oxford: Oxford University Press.
- Penz, G. P. (1986). *Consumer Sovereignty and Human Interests*, Cambridge: Cambridge University Press. /
- Plog, S. C. (1974). *Why destination areas rise and fall in popularity*, Cornell Hotel and Restaurant Quarterly, vol: 14 no: 4.
- Reith, L. (1966). *Report of a Royal Commission of Inquiry into Advertising*, Labor Party.
- Ritchie, J.R., Brent and Goeldner, C. R. (1994). *Travel, Tourism, and Hospitality Research: A handbook for managers and researchers*, Toronto: John Wiley and Sons.
- Schiffman, L.G. and Kanuk, L.L. (1978). *Consumer Behavior*, New Jersey: Prentice Hall.
- Seaton A.V. and Bennett M.M. (1996). *Marketing Tourism Products: concepts, issues, cases*, London: International Thomson Business Press.
- Simon, Elaine Yetzer, (2003). *Spa fast becoming a must-have amenity*; Hotel and Motel Management, Vol: 218 No: 4 . Advanstar Communications, Inc.
- Shostak, G. L. (1982). *How to design a service*. European Journal of Marketing. vol: 16 no: 1. pp. 49-63.
- Swarbrooke, J. and Horner, S. (1999). *Consumer Behaviors in Tourism*, Oxford: Butterworth Heinemann.
- Swarbrooke, J. (2000). *The Development and Management of Visitor Attraction*, Bath: The Bath Press.
- Synder, D.A. (1998). *Spa! Great escapes as near as the bathroom*; Drug and Cosmetic Industry, vol: 163 no: 5, Advanstar Communications.
- Tourism Authority of Thailand.(2000). *TAT Annual Report*, Bangkok.
- Tourism Authority of Thailand.(2001). *TAT Annual Report*, Bangkok.
- Wilkie, W.L. (1994). *Consumer Behaviour*. Wiley.
- Williams, W. L. (2002). *Consuming hospitality: learning from postmodernism*. In Search of Hospitality, Butterworth Heinemann.
- Withiam, Glenn (1998) *Destination Spa*; Cornell Hotel and Restaurant Administration Quarterly, vol: 39 no: 1, Cornell University School of Hotel

Administration.

Zikmund, G. W. (1994). *Business Research Methods: International Edition*,
Florida: The Dryden Press.

Internet Source

House and Population Statistics (31 December 1996).

<http://www.dola.go.th/English/stat/ph39.htm>. (15/09/2002)

International Tourist Arrivals (January – September 2002). *Thailand Tourism
Statistics 2002*, <http://www.tat.or.th/stat/main.htm>

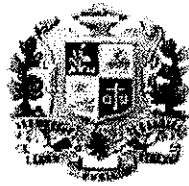
Population and Housing Census (2000). *National Statistical Office Thailand*,
<http://www.nso.go.th/eng/stat/stat.htm>. (15/09/2002)

<http://economics.about.com/cs/economicsglossary/g/demand.htm> (11/07/2005)

<http://www.investorwords.com/4822/supply.html>(11/07/2005)



APPENDIX A



Assumption University, Bangkok Thailand

I am a student of Master of Arts in Tourism Management. I am researching on the topic entitled, **“The Study of Demand and Supply of International Tourists of Day Spa Service in Bangkok, Thailand”**. You are requested to fill this questionnaire. The information provided by you will be kept confidential and will be used for academic purpose only.

1. What is your main purpose of traveling to Thailand?
☐ Business ☐ Visiting friends and relatives ☐ Religious
☐ Medical treatment ☐ Education ☐ Meeting/ Seminar
☐ Holiday/ Vacation
2. How many time have you ever visited to Thailand?
☐ 1 time ☐ 2 times ☐ 3 times ☐ 4 times ☐ more than 5 times
3. Have you ever been to spa before?
☐ Never ☐ 1-2 times ☐ 3-4 times ☐ more than 4 times
4. How would you like to get the information about Spa-tourism in Thailand?
(Please select only 5 items)
☐ Friends and relatives ☐ Radio ☐ TV program ☐ Newspaper
☐ Magazine ☐ Guide book ☐ Travel Agent ☐ Tourist information center
☐ Internet ☐ Tourist brochure ☐ Travel exhibition
☐ TAT (Tourism Authority of Thailand)
5. What is your main purpose to use spa service? (Select only one answer)
☐ Stress-relief ☐ Relaxation ☐ Lose weight ☐ Physical fitness ☐ Spa cuisine
☐ Skin beautifying treatments ☐ Holistic wellness
6. What is the major motive for using Spa service in Bangkok? (Please rate the following motives that stimulate you to visit this place)
1= The most 10= The least
____ 1. Service
____ 2. Location

- ___3. Safety and Security
- ___4. Reasonable Price
- ___5. Reputation
- ___6. Accessibility
- ___7. Amenities
- ___8. Ambience
- ___9. Spa facilities
- ___10. Therapist
- ___11. Sex

7. How much do you expect to pay for using spa service?

- ☐ Less than 1,000 ฿ ☐ 1,001-2,000 ฿ ☐ 2,001-3,000 ฿ ☐ 3,001-4,000 ฿
- ☐ 4,001-5,000 ฿ ☐ More than 5,000 ฿

8. Please select 5 of the following spa facilities that you like to use the most:

- | | |
|--|---------------------------|
| ___1. Herbal steam room | ___9. Floral bath |
| ___2. Saunas | ___10. Hydrotherapy |
| ___3. Sliming and muscle toning machines | ___11. Fitness studio |
| ___4. Wet treatment room | ___12. Dry treatment room |
| ___5. Whirlpool | ___13. Cool dip pool |
| ___6. Mineral baths | ___14. Relaxation area |
| ___7. Jacuzzi | ___15. Hairdressing salon |
| ___8. Mud wraps | |

9. Please select 5 of the following spa activities that you like the most:

- | | |
|--------------------------|----------------------------------|
| ___1. Body massage | ___10. Acupuncture |
| ___2. Reflexology | ___11. Aromatherapy |
| ___3. Facial massage | ___12. Detoxification |
| ___4. Mud and body wraps | ___13. A salon for hair and nail |
| ___5. Hydrotherapy | ___14. Body wraps and scrubs |
| ___7. Tai chi | ___15. Meditation |
| ___8. Yoga | |
| ___9. Stress management | |

10. Please identify 5 of your favorite product brand:

- | | | | |
|----------------|----------------|------------------|--------------|
| ___1. Decleor | ___2. Jurlique | ___3. Dr Spiller | ___4. Thalgo |
| ___5. Clinique | ___6. Jamjan | ___7. Loreal | ___8. Hanako |

11. What kind of herb will you prefer when using spa service?

(Please select only one answer)

- ☐ Thai herb ☐ Chinese herb ☐ Australian herb ☐ Indonesian herb
☐ French herb ☐ Other.....(Please identify)

12. If you prefer Thai herb, please specify the type of Thai herb:

(Please select only one answer)

- ☐ Pueraria (kwao khrua khao) ☐ Mangosteen ☐ Capsicum (chilli)
☐ Tamarind ☐ Papaya ☐ Butea ☐ Golden shower ☐ Reishi (ling zhi)
☐ Ginger ☐ Barleria ☐ Alexandrian Laurel ☐ Candelabra bush
☐ Neem ☐ Orange Jessamine ☐ Sikekai ☐ White Willow
☐ Other.....(Please identify)

13. What is your expectation for using Spa service in Bangkok? (Please rate the following spa service attribute)

1= Very unimportant 2= Unimportant 3= Hard to decide

4= Important 5= Very important

| Spa service Attribute | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| -Reasonable price of spa service | | | | | |
| -Skills of Staff in providing spa service | | | | | |
| -Separate men's and women's facility area | | | | | |
| -Hygiene and Cleanliness | | | | | |
| -Room decoration and comfort | | | | | |
| -Safety and Security | | | | | |
| -The variety of spa service | | | | | |
| -Foreign language ability of staff | | | | | |
| -Quality of spa service | | | | | |

14. What is your expectation to the service of personal spa for using Spa service in Bangkok? (Please rate the following Personal Spa service Attribute)

1= Very unimportant 2= Unimportant 3= Hard to decide

4= Important 5= Very important

| Personal Spa service Attribute | 1 | 2 | 3 | 4 | 5 |
|--------------------------------------|---|---|---|---|---|
| - Willingness to provide spa service | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| - Skills in providing spa service | | | | | |
| - Friendliness to guests | | | | | |
| - Support for special guest needs | | | | | |
| - Knowledge about spa service | | | | | |
| -At least 2 years experience in spa service | | | | | |
| -At least certificated graduation in health service | | | | | |
| - Foreign language ability | | | | | |
| - Efficiency and accuracy in service | | | | | |
| - Personal appearance | | | | | |
| - Spa service quality | | | | | |

15. What is the expectation to the spa location attribute for using Spa service in Bangkok? (Please rate the following Spa Location Attribute)

1= Very unimportant 2= unimportant 3= Hard to decide

4= Important 5= Very important

| Spa Location Attribute | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| -The place of spa service is easy to find | | | | | |
| -The place of spa service is a safe place | | | | | |
| -The entrances of spa service are easy to access | | | | | |
| -The place of spa service is obviously separated from other businesses | | | | | |
| -Enough parking space | | | | | |
| -The place of spa service is a private place for individual | | | | | |
| -The sufficient light system for spa service | | | | | |
| -The sufficient ventilation system | | | | | |
| -The sanitation of waste elimination system | | | | | |
| -The decoration of spa place is suitable | | | | | |
| -The area of spa service is non smoking and non alcohol area | | | | | |
| -The price and type of spa service are informed on a board | | | | | |

16. What is the expectation for the safe standard of Spa service in Bangkok? (Please rate the following the safe standard of spa service)

1= Very unimportant 2= unimportant 3= Hard to decide

4= Important 5= Very important

| The safe standard of spa service | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| -The first aid kits are ready to use | | | | | |
| -The warning signs are presented in the risk areas | | | | | |
| -The skills and knowledge of staff in using special product and equipment | | | | | |
| -The clock is easy to see in order to set the time of using spa equipment | | | | | |
| -The automatic thermometers are set in the thermal rooms | | | | | |
| -To monitor and control the quality of water in spa service | | | | | |
| -Clean, unused linens and spa wear | | | | | |
| -Sanitized, clean, uncluttered working surfaces | | | | | |
| -Sealed containers for implements like cotton balls and facial pads | | | | | |
| - Professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface | | | | | |
| - For any tool or implement breaking the surface of the skin a disposable tool is recommended | | | | | |
| - Implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave | | | | | |
| -Technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments | | | | | |
| -Waste receptacles and laundry bins must be | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| sealed and covered | | | | | |
| -Tools and products must be clearly labeled and safety stored | | | | | |
| -To set of the fire caution system | | | | | |

17. Educational qualification:

- ☐Secondary School ☐Diploma ☐Bachelor ☐Postgraduate
☐Other.....(Please specify)

18. Nationality:

- ☐ East Asia ☐ Europe ☐ America ☐ South Asia ☐ Oceania
☐ Middle East ☐ Africa

19. Income (Dollar/ Year):

- ☐ Less than 5,000 ☐ 5,000-10,000 ☐ 10,001-15,000
☐ 15,001-20,000 ☐ 20,001-25,000 ☐ 25,001-30,000
☐ 30,001-35,000 ☐ more than 35,001

20. Age:

- ☐ 15 – 20 years old ☐ 21- 30 years old ☐ 31- 40 years old
☐ 41 – 50 years old ☐ 51 - 60 years old ☐ more than 61 years old

21. Marital Status:

- ☐ Single ☐ Married ☐ Divorce ☐ Wisdom

22. Occupation:

- ☐ Business man ☐ Government officer ☐ Engineer ☐ Programmer
☐ Teacher ☐ Doctor ☐ Lawyer ☐others

23. Gender:

- ☐ Male ☐ Female

◆◆◆◆◆ Thank you very much for your time and attention◆◆◆◆◆

APPENDIX B



Assumption University, Bangkok Thailand

I am a student of Master of Arts in Tourism Management. I am researching on the topic entitled, **“The Study of Demand and Supply of International Tourists of Day Spa Service in Bangkok, Thailand”**. You are requested to fill this questionnaire. The information provided by you will be kept confidential and will be used for academic purpose only.

Name of Spa Business:.....

Address:.....

1. What is your main purpose to provide spa service to your customers?
.....
.....

2. What is the motivator that you use to motivate your customers to prefer your spa business?
.....
.....

3. How much do your spa service cost for using per 1 time?
.....
.....

4. Please select the following spa facilities that you have offer for your customers.

| Spa facilities | Yes | No |
|------------------------------------|-----|----|
| Herbal steam room | | |
| Saunas | | |
| Sliming and muscle toning machines | | |
| Wet treatment room | | |
| Whirlpool | | |
| Mineral baths | | |
| Jacuzzi | | |
| Mud wraps | | |

| | | |
|--------------------|--|--|
| Floral bath | | |
| Hydrotherapy | | |
| Fitness studio | | |
| Dry treatment room | | |
| Cool dip pool | | |
| Relaxation area | | |
| Hairdressing salon | | |

5. Please identify the following spa product brand that you have offer to your customers:

| Spa product brand | Yes | No |
|-------------------|-----|----|
| Decleor | | |
| Jurlique | | |
| Dr Spiller | | |
| Thalgo | | |
| Clinique | | |
| Jamjan | | |
| Loreal | | |
| Hanako | | |

6. What kind of herb will you provide for your customers?

(Please select only one answer)

☐ Thai herb ☐ Chinese herb ☐ Australian herb ☐ Indonesian herb

☐ French herb ☐ Other.....(Please identify)

7. What is your spa service attribute that you have provided for your customers?

| Spa service Attribute | Yes | No |
|---|-----|----|
| -Reasonable price of spa service | | |
| -Skills of Staff in providing spa service | | |
| -Separate men’s and women’s facility area | | |
| -Hygiene and Cleanliness | | |
| -Room decoration and comfort | | |
| -Safety and Security | | |

| | | |
|------------------------------------|--|--|
| -The variety of spa service | | |
| -Foreign language ability of staff | | |
| -Quality of spa service | | |

8. What is your qualification of people who serve your customers?

| Personal Spa service Attribute | Yes | No |
|---|-----|----|
| - Willingness to provide spa service | | |
| - Skills in providing spa service | | |
| - Friendliness to guests | | |
| - Support for special guest needs | | |
| - Knowledge about spa service | | |
| -At least 2 years experience in spa service | | |
| -At least certificated graduation in health service | | |
| - Foreign language ability | | |
| - Efficiency and accuracy in service | | |
| - Personal appearance | | |
| - Spa service quality | | |

9. Please select the spa location attribute that you have provide for your customers.

| Spa Location Attribute | Yes | No |
|--|-----|----|
| -The place of spa service is easy to find | | |
| -The place of spa service is a safe place | | |
| -The entrances of spa service are easy to access | | |
| -The place of spa service is obviously separated from other businesses | | |
| -Enough parking space | | |
| -The place of spa service is a private place for individual | | |
| -The sufficient light system for spa service | | |
| -The sufficient ventilation system | | |
| -The sanitation of waste elimination system | | |
| -The decoration of spa place is suitable | | |
| -The area of spa service is non smoking and non alcohol area | | |

| | | |
|--|--|--|
| -The price and type of spa service are informed on a board | | |
|--|--|--|

10. Please select the safe standard of your spa service.

| The safe standard of spa service | Yes | No |
|---|------------|-----------|
| -The first aid kits are ready to use | | |
| -The warning signs are presented in the risk areas | | |
| -The skills and knowledge of staff in using special product and equipment | | |
| -The clock is easy to see in order to set the time of using spa equipment | | |
| -The automatic thermometers are set in the thermal rooms | | |
| -To monitor and control the quality of water in spa service | | |
| -Clean, unused linens and spa wear | | |
| -Sanitized, clean, uncluttered working surfaces | | |
| -Sealed containers for implements like cotton balls and facial pads | | |
| - Professional products that are single use or that have been taken from a longer container without making contact with an unsanitary or sterile surface | | |
| - For any tool or implement breaking the surface of the skin a disposable tool is recommended | | |
| - Implements must be cleaned with a hospital grade disinfectant, sanitizes by a UV light or similar piece of equipment or sterilized through an autoclave | | |
| -Technicians must have freshly washed and dried hands or have surgical gloves on during spa treatments | | |
| -Waste receptacles and laundry bins must be sealed and covered | | |
| -Tools and products must be clearly labeled and safety stored | | |
| -To set of the fire caution system | | |

◆◆◆◆◆ Thank you very much for your time and attention ◆◆◆◆◆

Appendix C
Resort and hotel spas in Bangkok

| No. | Name of hotel/ resort spa | Address |
|-----|--|--|
| 1 | The Aspara | Hotel Plaza Athenee, 5 th floor, 10 Wireless Rd. |
| 2 | Bangkok Spa | Bangkok Golf Spa Resort, 99/ 3 Moo 2, Tivanon Rd., Pathumthani |
| 3 | Banyan Tree Spa Bangkok | The Banyan Tree Hotel, 21/ 100 South Rd. |
| 4 | Centara Spa Bangkok | Sofitel Central Plaza, 1 st floor, 1695 Phaholyothin Rd. |
| 5 | Centara Spa and Fitness Center Bangkok | Sofitel Central Plaza, Ground floor, 1695 Phaholyothin Rd. |
| 6 | Chuan Chom Health Club and Spa | Hilton International at Nai Lert Park, 2 Wireless Rd. |
| 7 | Club Erawan Fitness Spa | Grand Hyatt Erawan Bangkok 494 Rajdamri Rd. |
| 8 | Devarana Spa | Dusit Thani Hotel, 946 Rama IV Rd. |
| 9 | The Grande Spa | Sheraton Grande Sukhumvit Hotel, 250 Sukhumvit Rd. |
| 10 | The Imperial Mandara Spa | The Imperial Queen's Park Hotel, 199 Sukhumvit Soi 22 |
| 11 | Isra Spa | Windsor Suite Hotel, 8-10 Soi Sainumphung, Sukhumvit Soi 20 |
| 12 | JW Health Club and Spa | JW Marriott Hotel, 6 th floor, 4 Sukhumvit Soi 2 |
| 13 | Mandara Spa | Bangkok Marriott Hotel & |

| | | |
|----|------------------------------|---|
| | | Spa, 257/ 1-3 Charoen Nakorn Rd. |
| 14 | The Oriental Spa | The Oriental Hotel, 48 Oriental Avenue. |
| 15 | The Pan Pacific Spa | The Pan Pacific Hotel, 952 Rama IV Rd. |
| 16 | Royal Health Spa | Le Royal Meridien Hotel, 971-973 Ploenchit Rd. |
| 17 | The Royal Orchid Mandara Spa | The Royal Orchid Sheraton Hotel, 2 Captain Bush Lane, New Rd. |
| 18 | Sara Spa and Beauty | Maxx Hotel, 288 Rama 9 Rd. |
| 19 | The Spa Clinique | Rembrandt Hotel, 19 Sukhumvit Soi 18 |
| 20 | The Sukhothai Spa | 13/ 3 South Sathorn Rd. |
| 21 | Tantara Health Spa | Pathumwan Princess Hotel, 444 Phyathai Rd. |

Appendix D
Day spas in Bangkok

| No. | Name of day spa | Address |
|-----|--|---|
| 1 | Ananda Spa | The Capitol Club, 99/ 397 Sukhumvit Soi 24 |
| 2 | Being Spa | 88 Sukhumvit Soi 51 |
| 3 | The Best Beauty and Spa | 518/ 8 Maneeya Centre, Ploenchit Rd. |
| 4 | Bio Beaute | 195/ 2-3, Lake Rajada Office Complex, Ratchadapisek Rd. |
| 5 | Blissspa | 1747/ 9 Chan Rd. Sathorn |
| 6 | CT Spa Life | 262/ 3 Thonglor 8, Sukhumvit Soi 55 |
| 7 | Cleon Day Spa | 280 Srivara Rd. Wang Thonglang |
| 8 | Dead Sea Beauty Care | 342 Sukhumvit Soi 63 |
| 9 | Egoiste | 120/ 21-22, Sukhumvit Soi 23 |
| 10 | Face to Body | 108/ 4 Sukhumvit Soi 49 |
| 11 | Harmony Spa | 61/ 1-2 Basement, Park Ploenchit Tower, Sukhumvit Soi 1 |
| 12 | Leonard Drake Skin Care and Health Spa | 989 Room No212, Siam Discovery Center, Rama 1 Rd. |
| 13 | Nakriya House of Health and Beauty | 31/ 1 Soi Promchai, Sukhumvit Soi 49 |
| 14 | Pacific City Club Spa | 30 th floor, Two Pacific Place, 142 Sukhumvit Rd. |
| 15 | Palm Herbal Spa | 103 Thonglor 17, Sukhumvit Soi 55 |
| 16 | Paris Spa | 1 Alma Link Building, |

| | | |
|----|----------------------|---|
| | | 25 Chidlom Rd. |
| 17 | Pirom Spa | 78 Sukhumvit Soi 1 |
| 18 | Sareerarom | 117 Thonglor 10, Sukhumvit Soi 55 |
| 19 | Sense and Spirit | 919/ 1 Silom Galleria, Silom Rd. |
| 20 | Spa I Am | 88 Ladprao Soi 8 |
| 21 | Swiss Perfection Spa | The Regent Bangkok, 155 Rajdamri Rd. |
| 22 | Thai Herbal Spa | 758 Waterford Diamond Building, Sukhumvit Soi 30/ 1 |
| 23 | Thanakorn Health Spa | 77 Moo 6, Terd Prakeate Rd.. Wat Chalor, Nonthaburi |
| 24 | Time Health and Spa | 12/ 25 Tesaban Songkroh Rd., Prachanivet 1, Ladyao, Chatuchak |

Appendix E
Medical spas in Bangkok

| No. | Name of medical spa | Address |
|-----|------------------------------|---|
| 1 | Balavi Natural Health Center | 191/ 3 Soi Ranong 1, Rama 6 Rd. |
| 2 | St Carlos Medical Spa | 5/ 84 Moo 2, Tivanon Rd., Pathumthani. |

