



A STUDY ON GENDER DIFFERENCES BASED ON PREFERENCES AND
PERCEPTION OF TOURISTS ON THE MASSAGE EXPERIENCE AT
PATTAYA

by
KORNRAT KUANKID

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

Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

November, 2009

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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 Business Administration in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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ABSTRACT

Massage and other health-related services are increasingly being recognized as part of staying fit. This study aims to clarify a specific element in the service encounter-the preference for a masseur or masseuse and to provide insight into non sexual massage as a consumption experience. This study also aims to reveal preferences for the gender of the massage provider, and the reasons for such preference, and try and clarify the meaning attributed to massage as a consumption experience.

Currently, no studies in the tourism and hospitality literature relate specifically to the actual massage experience at Pattaya. Therefore, this study uses descriptive statistic and independent sample t-test to measure the difference in massage experience toward the purposes of massage and gender aspects. The response from a sample of 400 foreign tourists in Pattaya are examined through questionnaire distributed in various Pattaya tourists destinations from August 1 –October 25, 2009.

The results indicated that tourists with non-health purpose perceived higher massage experiences than tourists with health purpose in terms of stereotypes of masseur/masseuse, body exposure, massage giver's gender, sexual tension during the massage, and physical strength of massage provider. The findings also indicated that female foreign tourists had higher massage experience than males in terms of body exposure, comfort with being touched, but the male respondents had higher mean score than the female respondent regarding to stereotypes of masseur/masseuse, massage giver's gender, and sexual tension during the massage.

In addition, there is no difference between non-health and health massage in terms of comfort of being touched, professionalism and experience level of masseur/masseuse. For the gender aspect, there is no difference between the male and

female respondents regarding professionalism, experience level of masseur/masseuse and physical strength of massage provider.

The study gives recommendation for satisfactory massage experiences based on the purpose of massage and gender of the massage enthusiasts. Therefore, the recommendations based on the findings are applicable to spa operator, Pattaya City, and Tourism Authority of Thailand (TAT).

Keywords: Massage experience, gender, non-health massage, health massage, Pattaya



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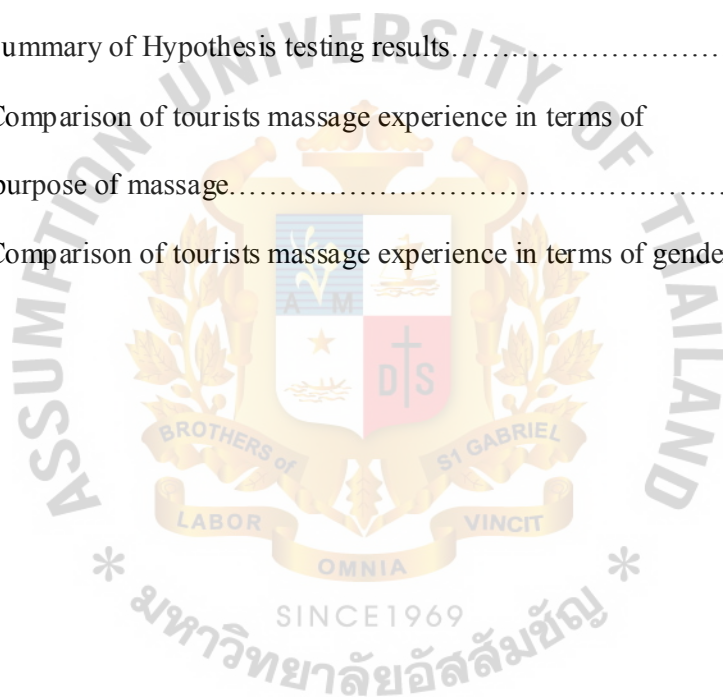
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CHAPTER I

GENERALITIES OF THE STUDY

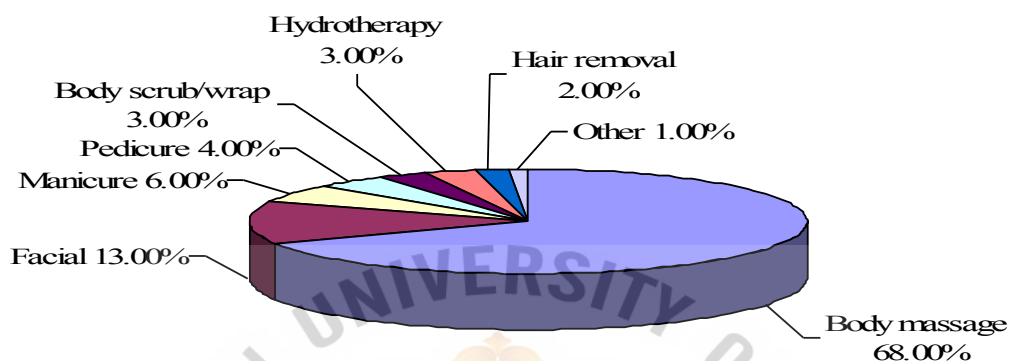
1.1 Background of the study

Massage is considered to be one of activities in wellness tourism including spa and yoga. These activities benefit tourists in physical motivation and relaxation (Smith & Kelly, 2006) from a long day's traveling. Historically, the word "massage" did not have a definition. Today, it has meaning by referring to the benefit on health and non-health massage manipulation. The introduction of Western massage started when Greek physicians refer it as rubbing technique in the form of medical treatment where they still have the same meaning to our present day. Massage from the west has the theory of body structure and its function (Seow, 2004). Extending massage all over the Eastern world, massage originated based on theory of energy flowing within the human body (Seow, 2004). Historically, the techniques are differentiated by tradition, belief, culture and a way of life. Some Asian countries have their own tradition of body manipulation. The examples are Japanese Shiatsu, Indian Ayurvedic massage, Chinese acupressure (Petermann, 2006), Chinese Tui-na, and Traditional Thai massage. Mostly, massage is typically defined as to perform over body by different techniques to reduce tension, stretch, and ailment which effects to the sense of well-being (Calvert, 2008).

According to The International Spa Association (2006c), ISPA 2006 consumer trend reported by The Hartman Group, 57 million U.S. adults went to the spa in their lifetimes. Also, in last 12 months, 32.2 million U.S. and 3.7 million Canadian used spa services. In addition, the report illustrated (see **Figure 1-1**) approximately 68% of U.S. and Canadian consumers enjoyed the body massage service which was the

largest source of spa revenue when compared to the second and third spa treatment were facials and manicures respectively (International Spa Association, 2008).

Figure 1-1 “What was the first spa treatment you have ever received?”



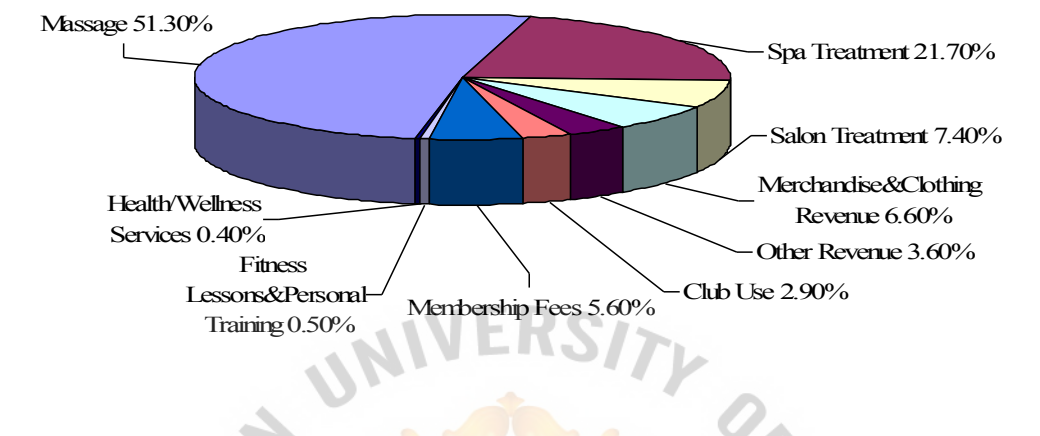
Source: ISPA 2006: Consumer Report (International Spa Association, 2006c).

Furthermore, based on PKF Hospitality Research (PKF-HR) cited in Mandelbaum & Lerner (2008), as shown in **Figure1-2**, “massage” is the most popular service at 51.3% in the sampling hotels with spa treatment and salon treatment placed at under second and third place respectively. However, PKF-HR analyzed massages, which is considered as traditional spa treatment, remain the top revenue even if spas promoted salon, membership fees, health products still have affected the total hotel spa revenue (Mandelbaum & Lerner, 2008). Regarding massage in Thai spas, more than 70% of all treatments include massage services. It means that Thai massage as well as Swedish massage, reflexology, and facial massage could be considered as parts of spa menus (Areesorn, 2002).

In Thailand, health and wellness tourism has become well known among international tourists all over the world. By the full support of Thai government, TAT has listed three product champions under the “health services” (see **Figure1-3**) that

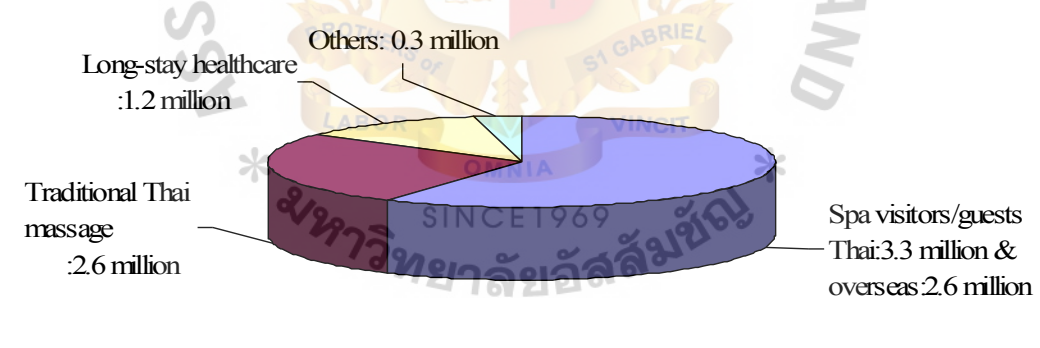
includes health spas, traditional Thai massage, and long-stay healthcare products and services (Tourism Authority of Thailand, 2008a).

Figure1-2 Mix of Revenues, All Hotels-Spa Department, 2006



Source: PKF Hospitality Research, *Trends in the Hotel Industry* database (Mandelbaum & Lerner, 2008).

Figure1-3 Spa & Traditional Thai massage 2001-2003: Increase of 64%



Source: Thai Spa Association, 2003 (cited in Tourism Authority of Thailand, 2008a).

Earlier, Mr. Apichai Jearadisak, a former president of Thai Spa Association, (TSPA) (Thai Spa Association, 2009) noted that Thailand can be perceived as the “Spa Capital of Asia” taking over Bali (Areesorn, 2002) with 450 spas opened all over Thailand in 2005 (Tourism Authority of Thailand, 2008b). He also viewed four

outstanding Thai spas services in terms of service-minded, Thai styles decoration, authentic traditional Thai massage, and Thai herbal products (Tourism Authority of Thailand, 2008b) Thus, TAT has recorded spas as one of a “High End Products” which is attracting tourists to visit Thailand for traditional Thai massage (Tourism Authority of Thailand, 2008c).

Awarded by Travel + Leisure magazine, Thai spa at Oriental Bangkok was graded as one of the top-five overseas spas in the world in 1999 (Tourism Authority of Thailand, 2008b). After that, between 2000-2002, a study by Intelligent Spas, an independent research company in Singapore specializing in the spa within the Asia Pacific region estimated the growth of Thai spas at 64% (Tourism Authority of Thailand, 2008d). As the result, the number of spas have increased dramatically to 154% with 585 spas opened since 2002 (Intelligent Spa, 2008).

1.1.1 The relationship between massage and spa

Massage and spa have created a long term relationship since ancient times. In today's wellness tourism, every spa offers a variety of massage treatments and tourists can find an explanation of each massage provided over spa menu. Seow (2004) noted that spa services in Europe influences spas today, come from the combination of Greeks, Indian and Chinese together with natural resources of water, fire, air and earth.

The introduction of spa occurred since ancient time in Europe with various definitions. Word “spa” is a town in Belgium where mineral spring originated (Seow, 2004). Some believe that it came from Roman Empire where many Roman baths were found (Seow, 2004). Roman baths were popular in terms of serving many functions such as relaxation, health relieving, muscle tension, and as a place for sharing latest

news (History Learning Site, 2009) where these advantages were similar to present massage and spa. Roman baths were not merely body cleansing but water therapy where massage was found as an additional service after baths (Calvert, 2009). In addition, Greek architectural remains indicated that marble table and stone were used for massage and were probably provided massage within steam rooms, hot bath rooms, lounge areas as well as power were offered (Calvert, 2009).

Being part of the hotel and resort of modern time, the word “Spa” is used to describe water therapy and massage manipulation in spa department. Likewise water treatment, massage is one of the domain services in spa industry (International Spa Association, 2009). However, it can be concluded that spa means using water technique through body with the purpose of either health or non-health. Like massage, spa is appropriate for ailment prevention and cures disease like a medical treatment. It only benefits the balance between body, mind, and spirit. In other words, massage and spa are the joint method of modern medical treatment with the benefit of well-being.

In nowadays tourism, health and wellness tourism becomes popular as more spas continue to expand, often, tour operators or travel agents usually include massage in spa package for their customers’ itineraries to attract those who concern in well-being during holidays. ISPA explained interaction of spa in traveling as “spa travelers” refers to people that go to spas while traveling (International Spa Association, 2006a) or “spa vacation” and expect benefit in stress relaxation, day break and feeling of comfortable (International Spa Association, 2006b).

For hotel, massage and other health-related services become part of tourist’s current lifestyles as well as will be a major component of hotel revenues in the future (Monteson & Singer, 2002; Mueller & Kaufmann, 2000). In addition, massage can be described that as popular because the combination of certain elements such as interest

in personalized service, a growing aging population, increase in disposable income, and social norms such as taking better care of one's body and mind in pressure lifestyle (Foster & Mandelbaum, 2005).

1.1.2 Pattaya City as a popular tourist destination

Pattaya is one of the popular cities among Thailand's tourist destinations and is located in Chonburi province, the eastern region of Thailand, which is 147 kilometers away from Bangkok (Tourism Authority of Thailand, 2009). Pattaya has 208.10 square kilometers in overall city which is divided for 53.44 square kilometers of land area and 154.66 square kilometers for Larn Island (Tourism Authority of Thailand, 2009). Around the city, it is surrounded by greenery, fresh air, clear environment, and favored attractions. Tourists discover 15 kilometers long coastline (Tourism Authority of Thailand, 2009) which they can enjoy water sports, sunbathing, reading, and beach massage etc. Areesorn (2002) explained that provision of massage on the beaches in Thailand for the last two decades has led to its popularity among international tourists by the ability to relieve tension by pressing energy lines of the body. In the background of Thailand's health and beauty practices, Traditional Thai massage is created by herbal lore and monastic healing techniques (Tourism Authority of Thailand, 2008e). Today, however, beach massage is offered by local people who learned massage manipulation from school, friends, and parents. Beach massage could be considered for non-health and health category as tourists usually buy beach massage for feeling enjoyment and pain-free sometimes. In general, the benefits of beach massage are the same as the other types of massage such as to reduce muscle tension from jetlag, stretch body from long day trip, relax mood from shopping

crowded. Besides Thai massage, tourists can choose oil or Swedish massage and foot massage.

According to the Office of Tourism Development, the internal tourism in Pattaya average growth rate noticeably rose from 9.42% during 1997-2007 to 11.95% during 2003-2007. In 2005, 5,338,009 tourists visited Pattaya, and in 2006, there was a dramatic increase in the total number of tourists to 6,114,947 or 14.55% (**Table 1-1**). Thai tourists were counted as 2,026,179 shown in **Table1-2** along with international tourists at 4,088,768. In 2007, there was an increase in total number of tourists at 6,680,658 or 9.25%. Thai tourists and international tourist were divided into 2,199,028 and 4,481,630 respectively.

Table 1-1 Tourist arrivals in Pattaya 1997-2007

Year	Number	Δ %
1997	2,971,069	-
1998	3,201,195	+ 7.75
1999	3,454,592	+ 7.92
2000	3,652,465	+ 5.73
2001	3,857,650	+ 5.62
2002	4,184,423	+ 8.47
2003	4,253,474	+ 1.65
2004	5,010,564	+ 17.80
2005	5,338,009	+ 6.54
2006	6,114,947	+ 14.55
2007	6,680,658	+ 9.25
Average Growth rate 1997-2007		+ 9.42
Average Growth rate 2003-2007		+ 11.95

Source: Office of Tourism Development, 2008.

Table 1-2 Thai/foreigner visitors arrival in Pattaya

Visitors	2007	2006	Δ%
Thai	2,199,028	2,026,179	+ 8.53
Foreigners	4,481,630	4,088,768	+ 9.61
Total	6,680,658	6,114,947	-

Source: Office of Tourism Development, 2008.

Table 1-3 Tourist's arrivals in Pattaya by gender

Gender	2007	2006	Δ%
Male	3,617,231	3,304,776	+ 9.45
Female	3,063,427	2,810,171	+ 9.01

Source: Office of Tourism Development, 2008.

The other key finding is about tourists in terms of gender visiting Pattaya in 2007, **Table 1-3** illustrates number of male and female as 3,617,231 and 3,063,427 respectively. Female tourist built up to 9.01% when compared to numbers in 2006 at 2,810,171. Such data is significant for Pattaya spas that should learn and not ignore to know if there are gender differences among massage givers and customers through massage preferences of health and non-health purpose, and previous experiences of like and dislike.

Different types of tourists enjoy a variety of activities available in Pattaya. The top three outstanding activities are entertainment (15.06%), health (10.98%), and shopping (9.95%). **Table1-4** shows health tourism in 2007 placed as the second most favoured activity of international tourists with 15.38 % where unspecific activities jumped to the top at 81.14%. Some Thai tourists enjoyed health tourism 2.01% when compared to entertainment (17.43%) and shopping (13.89%).

Table 1-4 Number of Visitors: Sorted by activities during stay in Pattaya, Chonburi: 2007

Activities during staying in Chonburi	Proportion of Visitors		
	Thai	International	Total
1. General Tourism	92.80	81.14	84.98
2. Shopping / Souvenir	13.89	8.02	9.95
3. Adventure Tourism	1.56	5.44	4.16
4. Water Tourism	5.17	10.27	8.59
5. Ecological Tourism	1.76	0.15	0.68
6. Health Tourism	2.01	15.38	10.98
7. Sport Tourism	1.65	1.01	1.22
8. Recreation / Entertainment	17.43	13.90	15.06
9. Cultural Tourism	6.04	3.83	4.55
10. Others (Agricultural & Religious Tourism)	8.06	0.50	2.99

Source: Office of Tourism Development, 2008.

1.1.3 Massage preferences by tourists at Pattaya

Pattaya is described by TAT as “The City of Spas” written in a free booklet named as “Spa Directory” (Tourism Authority of Thailand, 2008f). There are 43 spas in Pattaya suggested in the booklet including knowledge for first time trial of traditional Thai massage and other interesting spa information. If tourists want to have convenient spa service, their hotels and resorts can recommend various treatments according to this requirement. However, the similar reasons for those tourists to go to spas such as stress reduction, muscle relaxation, and emotional or mental benefit (International Spa Association, 2007).

Overall, “escape, indulgence, and work (self-improvement)” are three factors that attract tourists who want to use spa during traveling (International Spa Association, 2004). In massage, the service encounter is often long (more than 30 minutes), involves physical contact, and requires bodily exposure to the service provider (Price, Arnold, & Deibler, 1995). As such, massage is approach as an interpersonal service encounter of high intimacy with the service personnel (Jones & Pratten, 1999).

1.2 Statement of the Problem

Learning about the interests and activities of potential visitors from a gendered perspective is vital to the planning and marketing of tourism resorts. However, only limited research has been conducted to address gender perspectives (Kinnaird *et al.* as cited in Kinnaird & Hall, 1994; Kinnaird & Hall, 1996; Swain, 1995). It is observed that there is a lack of gender-specific concerns and a prevailing male bias in tourism research where “no allowance is made for gender differences in social research...because of gender bias which subsumes female behavior into that of the dominant male patterns” (Breathnach *et al.*, 1994). As a result, the failure to fully recognize and integrate gender perspectives with the design and marketing of tourist products would lead to gender-blind marketing and consumer dissatisfaction (Westwood *et al.*, 2000).

Changes in the current lifestyle, massage and other health-related services are increasingly being recognized as part of staying fit. This can be explained by the combination of certain elements such as interest in personalized services, a growing aging population, increase in disposable income and social norms such as taking better care of one’s body and mind in a pressured lifestyle (Foster and Mandelbaum,

2005). Current high-pressure city lifestyle, which is characterized by less free time, the demand for massage will continue to increase. There have been very limited contributions to understanding massage as consumption experience. Currently, no studies in the tourism and hospitality literature relate specifically to the actual massage experience in Pattaya.

Thailand is well-known in traditional Thai massage with number of spas open in all four regions. Thai government has supported traditional Thai massage for both social and economic development through the creation of jobs (Tourism Authority of Thailand, 2008d). In addition, Ministry of Public Health (MOPH) has been encouraging Thais to get certification of traditional Thai massage's training program (Tourism Authority of Thailand, 2008d). Thai government expects to put Thailand's Health Tourism as the "Wellness Capital of Asia" where masseuse and masseur jobs are aimed to increase (Tourism Authority of Thailand, 2008d). Therefore, it affects massage in spa business in Pattaya as well as other destinations in Thailand having more tourists visited.

Previous description indicated that Thai government always supports traditional Thai massage and Thai spas to grow worldwide with continuously improvement. Although massage in Thailand is quite popular surprisingly, in the tourism and hospitality literature, no research on the massage experience has been reported. Thus, massage service of Thai spas in Pattaya, a selective city for this research, is interesting to study regarding purpose of having massage, gender of service providers, service perception and service experience. Knowing purpose of having massage: health and non-health, could lead Thai spas to adopt appropriate services to hire more masseur or masseuse. Gender and purposes of massage of tourists in Pattaya could influence marketing and strategy management of spas related

business. By improving service planning and development, demand for Thai massage and spas would tend to be increased overseas and Thailand itself. Therefore, the followings are questions of this study:

1.2.1 What is the massage market profile of tourists coming to Pattaya?

1.2.2 Is there any difference in the massage experience for gender and health and non-health reasons?

1.3 Research Objectives

1.3.1 To examine and compare tourists experience of massage for health and non-health reasons in Pattaya

1.3.2 To investigate relationship between “gender” of tourist and their massage experience in Pattaya.

1.4 Scope of the Research

This study is an attempt to clarify a specific element in the service encounter- the preference for a masseur or masseuse and to provide insight into massage as a consumption experience. This study relates only to non sexual massage, with the customer partially covered and the service provider dressed. It does not include sensual or tantric massage (involving sexual yoga and meditation). This study also aims to reveal preferences for the gender of the massage provider and the reasons for such preference, and try and clarify the meaning attributed to massage as a consumption experience.

In this study, the target respondents are individuals irrespective of gender both domestic and international tourists on their visit to Pattaya. Hence, the contact with the respondents will be made at Wong Amat beach, Pattaya beach, and Jomtien beach.

The participants would be differentiated on massage taken for both health or non-health reasons and gender. The study would also include issues of professionalism, experience level, and masseur/masseuse qualifications as important reasons for undergoing massage services.

1.5 Limitations of the Research

Firstly, there is a limited literature in terms of massage in tourism. Poria (2008) noted some of researchers study about massage in hotel and restaurant, still not enough discussion on massage under tourism. Harris, Bojanic, & Cannon (2003) noted in their research that even though massage service is usually provided by hotels and its performance to the customer hotel experience and hotel revenue is recognized (Bowen, 1997), very limited research can be found on the subject. Monteson and Singer (2002), in a series of exploratory descriptive studies, highlighted the need to study guest experiences at spas. Other studies were conducted in this area but made very limited contributions to understanding massage as a consumption experience. Naylor and Frank's (2001) research centered on spas but dealt with the issue of price bundling. Jang and Mattila (2005) examined facial massage as an incentive for restaurant diners. Currently, no studies in the tourism and hospitality literature relate specifically to the actual massage experience. To be summarize, previous researchers studied in tourism management under the topic of profitability, service system, and customer satisfaction.

Secondly, Pattaya is tourist destination where multi-nationalities of tourists come for traveling, shopping and entertainment. Therefore, to study their massage service behavior requires their participation and coordination, in order to get attention,

contribution and willingness to give an honest answer in the questionnaires. In actual practice, it will not be easy.

Thirdly, a participation to questionnaire is assumed having gender bias. According to Theobald (1994), there is a gender bias within tourism industry. It was explained that there are still politics of gender in tourism industry that women employ in job based position and lower income when compared to men.

Lastly, the questionnaires will be distributed at selected locations in Pattaya city. therefore, the result of analysis can not be generalized for other massage service locations.

1.6 Significance of the study

This research can be useful for all spa operators to apply the result for strategy planning for massage operators in Pattaya. The study will bring awareness among massage service providers in understanding customers in terms of gender and purpose of having massage. Additionally, based on the finding of the study, more masseur and masseuse will be hired, in other words, massage create job for local community. Overall, this study is useful to apply in many dimensions under tourism concept. In addition, the findings will highlight the link between tourists and service provider gender. This link is important in understanding service experiences, particularly in the travel industry, which is consistently ignored in tourism research.

1.7 Definition of terms

Health massage is the purpose of having massage to alleviate pain with/without doctor's recommendation (Poria, 2008).

International tourists is defined by United Nations and World Tourism Organization cited in OECD Glossary of Statistical Terms (2009) :

“Any person who travels to a country other than that in which s/he has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited, and who stay at least one night in a collective or private accommodation in the country visited”

Massage is defined by Robert Noah Calvert, the founder and CEO of massage magazine:

“...to manipulation of the body by kneading, stroking, friction, percussion, vibration and other methods applied with the hands, feet, elbows, forearms, or with tools such as stone, wood, ceramic, ivory; and the use of water, herbs, salts and muds, any and all of which may produce directly or indirectly various therapeutic effects, feelings of pleasure or pain, a sense of being nurtured and supported, an uplift of the spirit, and general well-being...” (Calvert, 2008).

Massage treatment refers to massage when the service provider is dressed, the treatment is given at and there is no contact with sexual organs (Poria, 2008).

Masseur is a man who practices massage (Merriam-Webster Online, 2009a).

Masseuse is a woman who practices massage (Merriam-Webster Online, 2009b).

Non-health massage is the purpose of having massage for fun, enjoyment and pleasure (Poria, 2008).

Perception is “the process by which a person selects, organizes, and interprets information to create a meaningful picture of the world” (Kotler *et al.* 2006).

Preference is when you like something or someone more than another person or thing or an advantage which is given to a person or a group of people (Cambridge Dictionary Online, 2009).

Service provider is massage giver either masseur or masseuse.



CHAPTER II

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter studies gender preferences and perception of massage experience of tourists in Pattaya, Chonburi including related theories, concepts, and literatures will be described.

2.1 The purpose of having massage

Many tourists have massage at spa in hotels and resorts with different reasons. Poria (2008) conducted an interview and found out gender and consumption experiences were related to health or non-health purpose. In addition, the services experiences are resulted in future of massage service.

2.1.1 “Health massage” is needed when there are problems with body and mind. Poria (2008) explained that “a specific problem that can be identified and described”. Some interviewees of Poria’s study had revealed that they had massages whenever doctors suggested. Massage for health purpose can be described such as to restore function, release tension, treating specific diseases and conditions to general wellness (Calvert, 2008; Medem, Inc., 2006). Mostly, people can have massage treatment without a doctor’s recommendations. Poria (2008) noted that health massage is in common use by public and recommended today by physicians even though medical referral is not needed. Medical research indicated that health massage can relieve pain in both short and long term (Cen, Loy, Sletten, & McLaine, 2003; Mok & Woo, 2004).

Massage for health purpose can reduce blood pressure (Aourell, Skoog, & Carleson, 2005).

2.1.2 Non-health massage” means having massage for the objective of enjoyment, relaxation, and fun (Poria, 2008). Non-health massage has relationship with gender of service provider either masseur or masseuse. According to Poria’s study, “level of acceptance” incurred before having massage by the touch of unknown service providers (Poria, 2008). Thus, reason for gender preferences is needed to study for future service perception.

Edge (2003) indicated that massage is the way to increasing relaxation, improving mood, and reducing anxiety. Sometimes, tourists go to spa for massage treatment without the health purpose because they think that massage uses short time if compared to other leisure and recreational activities (Foster and Mandelbaum, 2005).

According to research of Health Fitness Dynamics (HFD), found out that spas services have a more a great power effect on a psychological, emotional, spiritual level instead of physiological (health and fitness) to customers (Monteson & Singer, 2004). According to the “Spa goer study 2006” of ISPA, some customers go to spa because it was important to their lifestyle as well as cosmetic services at spa would create looking beautifully with ending up of therapeutic mind (International Spa Association, 2006a).

2.2 Massage equipment/setting

Massage equipments mean to use the right facilities that can be used when massaging in right environments with purpose of a person’s relaxation (Foust, 2009a).

However, this research would explain for most using equipments that are “table or bed and chair, and essential oil”

2.2.1 Table or bed and chair

Most spa and massage shop provide their treatment on table, bed and chair because these equipment could help to manipulate customers during performing massage. Massage givers use a table or a bed for bodywork massage such as Thai massage, Swedish massage, facial massage. For example, a chair is suitable for foot massage, reflexology massage etc.

2.2.2 Essential oil

Essential oil (massage oil) could be used in massage treatment in order to boost calming, energizing effect, and depending on the selected oil including strokes of a massage givers is used such as quick stroke for stimulation and slow strokes for relaxation (A world of Aromatherapy, 2009). The primary purpose of all kinds massage oil is to move over the skin of a person whereas benefits and scents of each massage oil type are value added (Relaxing Massage Oils, 2009). Examples of essential oils were found commonly performed by almond, jojoba, avocado, light olive, sunflower, tea tree, etc.

2.3 Types of massage

It was found that there were nearly 100 different techniques of massage and bodywork where each type had it own advantages or designed for specific purpose (University of Maryland Medical Center, 2009). Following types of massage are selected to briefly explain in this study.

2.3.1 Swedish massage benefit a person of feeling good and relaxed, giving energy with a massage technique of long stroke, kneading, friction, tapping, percussion, vibration and shaking motions that apply pressure between muscles and bones, rubbing in the same direction as the flow of blood returning to the heart (Natural Therapy Pages, 2009).

2.3.2 Deep-Tissue massage emphasizes on deeper layers of muscle (Natural Therapy Pages, 2009). Deep-tissue massage was found to reduce blood pressure and heart rate (Massage Magazine, 2009).

2.3.3 Reflexology is a holistic treatment that follows the traditional Chinese medicine principle by applying thumb and finger techniques to the hands and feet and reflexologist believed that these areas contain “reflex points” or the body’s vital energy travel through specific organs and structures throughout the body (On Site Massage Company Ltd., 2009; University of Maryland Medical Center, 2009).

2.3.4 Facial massage or anti-aging treatment refers to massage on face for reducing tension, increasing relaxation, boosting energy, promoting blood circulation, and lifting facial muscles (Massage Therapy 101, 2009).

2.3.5 On-site massage means a relaxing massage therapy in work place. On-site massage becomes popular among corporate sector because it benefits to reduce stress of body, refresh mind, relieve all kinds of office symptoms when a person is still at an office (Foust, 2009b).

2.3.6 Sport massage often used on professional athletes and other active individuals, sports massage can enhance performance and prevent and treat sports-related injuries (University of Maryland Medical Center, 2009). Sports massage therapy promotes greater athletic endurance and performance, reduced chances of injury and faster healing (Foust, 2009c).

2.4 Thai Healing Tradition

“Thai Healing Tradition” refers to the ancient Thai treatments in terms of traditional Thai massage, Thai herbal steam, herbal baths and warm herbal compresses.

2.4.1 Traditional Thai massage

Thai people might call it differently such as “*nuad Thai, nuad pan boran, or nuad boran*” is a branch of Traditional Thai Medicine and one types of massage that can be used for the purpose of health and relaxation (United Nations Educational, Scientific and Cultural Organization, 2008). Historically, it was found a strong relationship between Buddhist beliefs and Thai massage (Petermann, 2006). The temple or “*Wat*” had written religious text along with medical treatments, thus, “*Wat*” would be a place where Thai people went for treatment in various illness such as physical, emotional, or spiritual (Tourism Authority of Thailand, 2008g). Traditional Thai massage was developed from Theravada Buddhism where many Thai massage’s teachers maintain the purpose of Thai massage to be “*Metta, Karuna, Mudita, Upekkha*” (Tourism Authority of Thailand, 2008g). “*Metta*” has a meaning to give others full of happiness including Buddhist practice of showing love and kindness (Tourism Authority of Thailand, 2008g; Petermann, 2006). “*Karuna*” refers to show

sympathetic pity and a desire to help suffering people, “*Mudita*” means to be glad in other’s happiness without envy, and “*Upekkha*” means to be disinterested for one’s self (Tourism Authority of Thailand, 2008g).

For Western people, most of them know traditional Thai massage as “*Asian bodywork*”; therapist uses various parts of his or her body to press, rub over customer’s body (Petermann, 2006). The benefit of having Traditional Thai massage are such as relieving illness and many kinds of symptoms such as body pain and chronic joint problems, etc. (United Nations Educational, Scientific and Cultural Organization, 2008). Traditional Thai massage can be divided in two types of “folk massage” and “royal massage”; both types have been passed from generation to generation over years ((United Nations Educational, Scientific and Cultural Organization, 2008). Both types of Traditional Thai massage has main energy lines based or “*Sen Sib*”, there are ten (sib) primary energy lines out of 72,000 that are connected to the energy centre of the body (United Nations Educational, Scientific and Cultural Organization, 2008; Petermann, 2006; Thailand Cosmetic Plastic Surgery and Medical Tourism Travel Blog, 2007).

According to UNESCO Bangkok (United Nations Educational, Scientific and Cultural Organization, 2008), folk massage is varied in different regions of Thailand but the similarity is the use of hands, elbows, knees, and feet in massage technique. In controversy, royal massage or “Thai therapeutic massage” defines as the use of only hand and fingers to the acupressure points associated with the ten energy lines (United Nations Educational, Scientific and Cultural Organization, 2008). Moreover, wooden massage is another form of using instrument in order to promote self- massage and health purpose (United Nations Educational, Scientific and Cultural Organization, 2008).

Nowadays, many Thai people like traditional Thai massage including as well as foreigners (United Nations Educational, Scientific and Cultural Organization, 2008). Some world class spas and resorts offer Thai massage in their spa menu, therefore Thai masseur and masseuse were demanded to work in the spa industry (United Nations Educational, Scientific and Cultural Organization, 2008).

2.4.2 Thai herbal steam, baths, and compresses

Thai herbal steam was historically used as a method for post-natal in order to restore women shape and condition (Tourism Authority of Thailand, 2008e). Thai herbal steam, baths, and compresses benefits the circulation, respiratory system, and skin face (United Nations Educational, Scientific and Cultural Organization, 2008: Tourism Authority of Thailand, 2008e). Thai herbs such as turmeric, lemongrass, camphor and kaffir lime are used in wrapped cloth heated in a steam room or closed chamber (Tourism Authority of Thailand, 2008e). Only herbal compresses, herbal ingredients are wrapped and tied in a cotton cloth to make a round-shaped ball with handle on top (United Nations Educational, Scientific and Cultural Organization, 2008). All kinds of method can be either used alone or massage manipulation can be performed after steaming in order to relief muscles/joint tension (United Nations Educational, Scientific and Cultural Organization, 2008: Tourism Authority of Thailand, 2008e).

2.5 Massage and risk

Massage is commonly considered safe where pain or negative effects are caused by mistaken massage technique (University of Maryland Medical Center, 2009). Smith (2004) listed and explained reasons for each of six questions to identify

customers' data before each massage session begins. The first question would be about if they have any injuries (Smith, 2004). Second, the customers must tell if he/she has or does not have muscle-bound so that a massage giver would avoid strongly pressing on that muscle (Smith, 2004). Third, the question would be whether the customers are having illness because massage can be sometimes too much for the body (Smith, 2004). Fourth, it would be about whether customers are sensitive to pain. Fifth, pregnant women are risky in some types of massage, especially Thai massage, even though they mean massage as relaxation (Smith, 2004). According to Medical Center, University of Maryland wrote that women should be very cautious about receiving massage during pregnancy and find only a well-trained massage giver to perform for pregnant women (University of Maryland Medical Center, 2009). Sixth, the question would be about whether customers have any specific medical conditions and should consult with medical practitioner before having massage treatment (Smith, 2004).

2.6 Key elements of a good massage

According to Ministry of Foreign Affairs (2000) had suggested that both the massage giver and customers should remain mentally concentrated on the present moment as much as possible. Each massage pressure or rhythm in any parts of body should be slow, firm, flowing, and continuous movement (Ministry of Foreign Affairs, 2000). During a massage session customers should pay attention on their massage experience. For example, customers should exhale when massage giver kneading on the back or abdominal areas for resistance and discomfort. After ending a massage session, customers should spend time for resting to absorb the effects of massage (Ministry of Foreign Affairs, 2000).

2.7 Gender based differences in tourism

Research on gender and tourism has focused on employment patterns and sex tourism (Pritchard & Morgan, 2000; Lever, 1987; Ireland, 1993; Garcia-Ramon *et al.*, 1995; Pruitt & LaFont, 1995; Herold *et al.*, 2001). Although still limited, a growing body of literature was established in recent years on gender differences in leisure participation and travel/tourism issues (Kinnard & Hall, 1994). The relevant literature mainly discusses the various gender differences regarding participation in leisure activities (Jackson & Henderson, 1995; Shaw, 1994; Frew & Shaw, 1999; Carr, 1999), travel patterns (Firestone & Shelton, 1994), preferences for travel experiences (Mieczkowski, 1990; McCleary *et al.*, 1994; Collins & Tisdell, 2002), perceptions (Harvey *et al.*, 1995), motivation (McGehee *et al.*, 1996) and tourist decision-making processes (Cosenza & Davis, 1981; Fodness, 1992; Mattila *et al.*, 2001; Mottiar & Quinn, 2004).

2.8 Gender Socialization Theory

“Gender Socialization Theory” is a well-known theory that justifies the existence of gender differences (Yelkur & Chakrabarty, 2006). According to Chodorow (1978) and Gilligan (1987), “Gender Socialization Theory” explains that gender differences started at young age whereas a lifelong gender identity is started by early adulthood. Further, a lifelong gender identity is also the essence of an individual’s personality and belief system. In addition, gender can be segmented, identified and accessed if understanding each gender is useful and profitable (Yelkur & Chakrabarty, 2006). However, Meng & Uysal (2008) criticized that “...there is not necessarily an absolute gender difference with regard to all leisure and/or tourism activities, which may lead to mixed research findings in the literature” (p. 448).

Three critical issues were emphasized in their conceptual framework for understanding gender in tourism (Kinnaird et al., 1994). First, tourism-related activities and processes were constructed from gendered societies which were ordered by gender relations. Second, gender relations were informed by economic, social, cultural, political and environmental aspects of all societies. Third, in tourism practices, gender relations were discussed and intertwined with power, control and equality issues.

2.9 Gender difference on service requirement

Additionally, Yelkur & Chakrabarty (2006) explained that men and women have difference in placing the components of service requirement. For instance, the fast food industry have menu written that are separated by gender. Subsequently, research mentioned that the gender had a relationship to service quality and service quality expectations (Chiu & Wu 2002; Fisk and Stevens 1993; Feingold 1994). Mattila *et al.* (2001) indicated the result of gender and religion of college students influenced health risk, choice, characteristic, and service quality of selected destination.

A limited amount of gender-based research has been conducted in the area of business travelers with regard to travel preferences. McCleary *et al.* (1994) examined the specific gender differences between male and female business travelers in hotel-selection and services-use criteria. The research findings indicated that female business travelers considered security, personal services and low price to be more important hotel-selection criteria than do male business travelers. Conversely, males considered business services and facilities more important when selecting a hotel.

Westwood *et al.* (2000) found that male and female business airline travelers held different perceived needs. Female business airline travelers are concerned about the inadequacy of levels of comfort, safety and of sexist staff attitudes with regard to the gender-blinded, male-oriented marketing, services, and facilities of UK airlines.

2.10 Gender difference on advertisement

In the image of tourism brochure, Sirakaya & Sonmez (2000) found gender differences where females were depicted in such “traditional stereotypical” poses as subordinate, submissive and dependent disproportionately more often than males. Women are remembered in advertising such as postcards and souvenirs (Theobald, 1994). In general, it is being noticed that most spa brochures showing a smiling woman is treated by professional masseuse with a type of massage. For airline business, television advertisement of Thai Airways has presented female customer service with smiling and Thai traditional action of greeting, “*Wai*”. In contrast, upon an example of “*Kinnaree*” (2005), the magazine of Thai Airway pictured male passenger who was sleeping in “*Royal Silk Class*” of Airbus instead of using a female passenger. It could be assumed that male travelers are the most frequent flyer with highly business income, and represented the dominance of family if comparing to women. “*Lifestyle and Travel*” (2006) magazine put women models in different kinds of dress collections in order to represent Le Meridien Angkor Hotel in Cambodia and stated that the reputation styles of hotel as contemporary, grand facilities, pleasantly quiet atmosphere, comfortable rooms including adaptable Cambodian culture. To summarize, female presenters can attract and encourage customers to buy the services better than men because of distinctive characters. Obviously, women always assigns to the front of products and service because they are assumed as social and hospitable

(Theobald, 1994). Thus, Sirakaya and Sonmez (2000) suggested that tourism advertisers and destination promoters should be aware of both the subtle and more blatant visual cues depicting the relationship of genders in tourism advertisement.

2.11 Gender difference on information process style

Gender differences also affect to information process styles (Dube & Morgan, 1996; Maheswaran & Meyers-Levy, 1991; Meyers-Levy, 1991). Women are more detailed (Mattila, 2000), thoroughly inspect or scrutinizing processors, overweigh negative information (Dube & Morgan, 1996), and sensitive to service interaction (Iacobucci & Ostrom, 1993). In contrast, it is apparently that men are competent in general information processing style (Mattila, 2000) associated with a positive meaning (Dube & Morgan, 1996). Males are believed as the selective processors who trust fully on objective whereas females are comprehensive processors who like to deal with “effortful, comprehensive, itemized analysis of all available information” (Darley & Smith, 1995).

2.12 Gender difference and relationship-oriented

Not only are women more detailed in information, but women are more relationship-oriented than men also. In particular, men emphasizes on righteousness and rules (Gilligan, 1987). Dawson (1997) studied that women who worked in sales and marketing were more emotion-oriented and more effectively oriented than men in the same career.

2.13 Gender difference and situational factors

Firestone and Shelton (1994) gave the examples of situational factors such as marital status, employment status whereas Jackson and Henderson (1995) noted that family, social, and physical constraints are the intensity and nature of the barrier for women's leisure participation. The situational factors such as marital and employee status had different impacts on leisure participation by gender and that these may have a greater negative effect on women's activity involvement (Firestone & Shelton, 1994). This could be attributed to the different role of leisure in women's life and structured gender relations in society, namely, a masculine society (Freysinger & Ray, 1994; Shaw, 1994; Henderson *et al.*, 1988). For the intensity and nature of the barriers to participation in leisure activities, women were likely to feel more hindered by factors such as family, social and physical constraints, which led to more limitations for women than men in the use of their leisure time (Jackson & Henderson, 1995).

2.14 Gender difference and travel pattern

Gender also had an influence on tourist behavior in selecting tourism activities, intentions to visit attractions and destinations (Frew & Shaw, 1999). It has been suggested by researchers that gender differences in leisure behavior may be related to the socio-cultural norms and values associated with people's home environment and society structure (Jackson & Henderson, 1995). Henderson (1994) also noted that the interpretation of gender differences in making choices in leisure activities should be related to women and/or men's experiences within the context and situation of gender issues.

Prior to World War II, participation rates in leisure activities outside the home were differentiated with respect to gender, with most female activities being indoors. Since then, participation rates of women in the workforce and the number of childless women have increased, and women are becoming more independent and more likely to undertake outdoor recreational activities such as travel (Mieczkowski, 1990). In fact, in modern times, the differences between the travel patterns of men and women appear to be less pronounced than previously. Nevertheless, several gender-related travel differences have been observed. Waters (1988) observed from U.S. study that American women were taking more holidays than men although men controlled business travel market.

In today's society, there are less differences of travel pattern between men and women (Collins & Tisdell, 2002). Especially, if the travel patterns are formed in group such as family, the gender is not important for tourism market segmentation (Lawson, 1994). In addition, tourism products are not similar to other goods and services; therefore, the gender is not related (Marshment, 1997). According to Freysinger (1995), during central period of a person's life or middle age either men or women, the meaning of leisure itself differed between genders.

According to Mieczkowski (1990), preferences for travel experiences are differentiated by gender. Men prefer adventure experiences and are not scared of taking risks whereas women like culture or educational experiences and concern safety as top priority. Men like watching sport matches, traveling abroad such as Southeast Asia for "sex tourism" (Hall 1992, 1994). Women like traveling by package tour, shopping, visiting friends and relatives (McGehee *et al.*, 1996).

Firestone & Shelton (1994) explored that there were differences in leisure patterns between men and women in U.S. They concluded that men spent more time

on social entertainment, namely, sports activities, hanging out for movies and plays than women. Collins and Tisdell (2002) mentioned that men would have business and work-related travel whereas women tended to travel for the leisure purpose.

Besides, Mitchell & Vassos (1997) examined that risk and risk reduction perceptions in the context of culture and gender in package holiday purchasing, and they found that these factors varied significantly between cultures and genders.

2.15 Gender difference and decision-making in family life cycle

According to Carr (1999), there have been many studies on gender differences in the behavior of people in the family. Henderson (1994) noted that the decision-making process in leisure activities depend on women's and/or men's experiences within the context and situation of gender issues. Collins & Tisdell (2002) explained that "Another area where gender travel differences have been identified is in the holiday decision-making process... most studies in this area were complete prior to the mid-1980s and conclude that husband dominated the decision-making process in families with children at home, with joint decision being made in families without children."

Family life cycle can be divided into nine stages: bachelor, newly married, full nest I (preschool children), full nest II (school-age children), full nest III (older/dependent children), empty nest I (still working), empty nest II (retired), solitary survivor in labor force, and solitary survivor retired (Wells & Gubar, 1996). However, this theory still had classification problem when applying to all cases into one of the stages of the family life cycle (Collins & Tisdell, 2002).

However, women dominance becomes strong after the full nest III stage of family life cycles (Cosenza & Davis, 1981) and women are more dominant in a

decision-making process in families with children at home (Fodness,1992). Especially, in western couples and families, women are the primary vacation planner (McGehee *et al.*, 1996).

Nichols and Snepenger (1988) viewed that there are a variety of dominance relationships exist and used sociodemographic variables and travel behaviors to compare joint dominant male and dominant female decision-making families. It was found from a survey of visitors to Alaska that when the woman was the dominant decision-maker, there were fewer sporting-related activities, shorter trips, and less money being spent. Moreover, a husband was the dominant decision maker when there was a large age difference between the spouses. When the decision was a joint male-female decision, trips were planned well in advance using a large number of information sources.

2.16 Gender, motivation and perception

Swain (1995) explained that gendered “realities” determined tourist motivations, perceptions, tourism marketing and destination hosts’ actions (Swain, 1995).

According to push and pull factors in destination attributes, McGehee *et al.* (1996) examined that Australian women were motivated by culture, opportunities for family bonding and prestige, while men were motivated by sports, adventure and travel experiences consideration.

Mattila *et al.* (2001) examined that gender and religion had a significant impact on a college student’s potential involved in health-risk behavior and destination-related expectations.

Carr (2001) also found gendered similarities and differences of young tourists in danger perception and its effects on leisure spaces and time spending. It was observed that men were more perceived low level or no danger in public spaces than women.

McCleary *et al.* (1994) examined that for hotel-selection and service-use criteria, there were specific gender differences between male and female business travelers. Female business travelers considered security, personal services, and low price to be more important than male business travelers. In contrast, male business travelers considered business services and facilities more important when selecting a hotel.

Callan & Bowman (2000) studied hotel selection and quality perceptions of British mature travelers. The research found out that there were significant differences between genders on the perceived value of hotel attributes and judgment of hotel services.

For household tourism decision-making, Mottiar & Quinn (2004) viewed that there were joint decisions when planning for a holiday. However, women played a dominant role as a “gatekeeper” in the early stage of products and services were being purchased.

Garcia-Ramon *et al.* (1995) and Caballe (1999) studied women and farm or rural tourism in Spain. This study focused on the changing roles of women and their experiences of rural restructuring, and of engagement in the tourism business. The researchers suggested that women’s work was a key in rural tourism development including a source of income to the economy (Garcia-Ramon *et al.*, 1995). Moreover, the gender relations in family farm units affected farm or rural tourism activities and the inequality of socio-power relations within the household (Caballe, 1999).

2.17 Gender differences on gambling

Gambling is one of the leisure activities which has relationship with gender. Jang *et al.* (2000) explored gambling by gender, personal meaning, and other factors. The study concluded that there were gender differences in gambling involvement; which male participants viewed gambling as a form of self-enhancement, or self-expression more than female participants.

2.18 Customers response to service encounter

Before having any kind of massage, customers should discuss with massage givers about their personal data such as present or inborn disease, and any medical problems (Petermann, 2006) including the sex of massage giver requirement before massage session begin. Such personal information would be useful for avoiding manipulation over body's problem area. Massage givers have responsibilities to concern on their customers' health problems. Health problems are multifactorial in nature and are best approached by looking at the combination of physical, environmental, and psychological factors (LeMoon, 2008). Smith (2004) viewed that massage givers should allow customers to give feedback on massage treatment, have freely communication, and share with what the customers are enjoyed or not enjoyed.

Price *et al.* (1995) explained that there were three important issues to explore service provider performance such as the variety customers' emotional responses, the different types of services, and the memorability of customers in previous satisfactory and unsatisfactory service encounters. Bitner *et al.* (1990) viewed that in the service encounters, customer could remember the components of memorable, satisfaction of service provider performances. The service providers can perform to contribute the

customers' perceptions of empathy, understanding, and even though dissatisfaction of services (Bitner *et al.*, 1990).

2.18.1 Mutual understanding

Mohr and Bitner (1991) noted that “mutual understanding” was an important factor to both customer and service provider that influence customer satisfaction in service encounters (Bitner *et al.*, 1993). Siehl *et al.* (1992) hypothesized that service provider communication of responsiveness, empathy and assurance is relatively more important to customers' satisfaction in extended, proxemically intimate service encounters than in brief, bounded transactions occurring in social or public space. Bateson (1990) noted the importance of genuine and honest communications in the exchange of complex services where lengthy contact between service representative and client are often required.

2.18.2 Extra attention

Provision of special attentions and little extras also show up frequently in reports of memorable service encounters (Bitner *et al.*, 1990). The companies do use “extras” to attempt to make up for service failures, so the possibility of a relationship certainly exists and it might expect that such extras would influence emotional response differently depending on characteristics of the service encounter (Price *et al.*, 1995). In the context of brief encounters in non-personal space, the provision of extras may be quite unusual, but for service encounters that move towards boundary open relationships (more like a meeting between friends) the exchange of extras may be more common (Price *et al.*, 1995).

2.19 Massage experiences The massage experience can be described as following:

Stereotypes of masseur/masseuse: Stereotypes are generalizations about a group of people. These classifications can be positive or negative, such as when various nationalities are stereotyped as friendly or unfriendly (Changing Mind, 2009).

Body exposure: During massage service, body exposure to a service provider is required as well as physical contact (Poria, 2008).

Comfort with being touched: Customers would like to feel happy, relax or relieve tension during a massage session while a massage giver was treating with hands. Some customers were unenjoyable of touching of strangers; however, some male customers would prefer female than male massage givers because a masseuse could create sexual tension as well as feeling free from constraint (Poria, 2008). Moreover, masseurs could make male customers become nervous during the massage session (Poria, 2008).

Massage giver's gender: There were differences in behavior based on gender (Poria, 2008) and gender roles also affect the interaction between consumer and service supplier (Schmidt & Sapsford, 1995). Gender of a massage giver could cause any changes in perception and preference in massage experiences. Some customers might need massage givers of the same sex for comfort (Fisher, 1997).

Sexual tension during the massage: Sometimes, there is sexual tension as a massage's consumption barrier such as attitude toward touching and exposure by unknown person (Poria, 2008).

Professionalism and experience level of masseur/masseuse: A massage giver's more skilled experience and professionalism is appropriate for customers who prefer health massage.

Physical strength of massage provider: Traditional Thai massage in most Thai spas is provided by masseuse even though such massage type uses pressure and stretching technique (Tourism Authority of Thailand, 2008h). However, some customers want masseurs because masseurs are stronger than masseuse in kneading stressed muscles (Poria, 2008).

2.20 Empirical Findings

2.20.1 Poria (2008): Gender a crucial neglected element in the service encounter: An exploratory study of the choice of hotel masseur or masseuse

The purpose of this study was to examine consumer preferences for masseur or masseuse by conducting qualitative interviews of 52 participants. The researcher found out that there was a relationship between gender preferences and massage consumption experiences. It suggested five factors that affect during massage service as the purpose of having massage, gender of customer, type of massage, accompanied person to massage, attitude toward masseur or masseuse, and touching by a nonfamiliar person with the opposite sex. Poria (2008) studied 34 sample participants

required a strong treatment from masseurs whereas 46 sample participants had no sexual tension by masseurs if they had health problems. In controversy, participants who preferred non-health massage for enjoyment required masseuse by 22 of male participants with a reason of women's comfortable touch. Overall, the key findings concluded that gender preferences were related to both customer and service provider. It was also noted that massage was controlled by social norm in a male-dominated society. The perception of the experience as either a health treatment or enjoyment purpose is linked to the justification of preferences for a masseur or masseuse.

2.20.2 Mattila (2000): The impact of culture and gender on customer evaluations of service encounters

The purpose of this study is to examine the effects of culture on consumers' assessment of service quality. It aimed that to close gap by investigating culture-based biases in the evaluation of service encounters in a hotel and restaurant setting. Mattila noted about previous research in consumer behavior that concluded gender was hypothesized to moderate the impact of culture-based biases. The researcher was employed the survey question at a first-class, 450-room hotel in Singapore. The respondents were randomly chosen for 75 at the check out counter and 74 at dining restaurants. The results of this study suggested that customer evaluations of service encounters might indeed be culture bound. Asian travelers gave significant lower ratings to the service provider in both settings (hotel checkout and fine dining). Contrary to predictions, customer gender failed to have an impact on service encounter evaluations. Power distance and communication context are used as a theoretical framework to discuss the results obtained in this study.

2.20.3 Meng and Uysal(2008): Effects of gender differences on perceptions of destination attributes, motivations, and travel values: An examination of a nature-based resort destination

This study examines the perceptions of the potential tourist market to a nature-based resort destination in southwest Virginia from the gendered perspective. Survey questionnaires were distributed to 409 respondents from various states in U.S. such as Virginia, West Virginia, North Carolina, Washington DC and Maryland. To ensure that each participant was the representative sample size of the visitor market to the specific nature-based resort in southwest Virginia, therefore, stratified random sampling technique was used to be based on the distribution of visitors by origin. The research revealed that significant gender differences exist about the perceived importance of destination attributes and travel values when potential nature tourists consider destination choices. After controlling for demographic and travel behavior variables, such as age, marital status, education, household income, preference of price quote and length of stay, most gender differences remain significant. In addition, more significant distinctions between men and women are demonstrated after controlling for age and income level. The study provides insights into gendered perceptions of nature-based tourism settings. Specific marketing implications are discussed in an attempt to successfully attract nature tourists and provide a high-quality nature destination experience.

2.20.4 Yelkur and Chakrabarty (2006): Gender differences in service quality expectations in the fast food industry

The purpose of this study was to examine if there are any gender-based differences in the expectations of service quality in the fast food industry. The study

used questionnaires that were developed by the five dimensions of service quality. The participations of this study were college students at a large southern university. There were total of 150 questionnaires for those students to complete; however, the researcher found that there were only 124 usable questionnaires. Thus, by the total usable questionnaires, 58.9 % were male and 41.1 % were female. The key findings were explained that in fast food restaurants women rated higher in affective and cognitive components of service quality than men. Overall, service quality expectations are higher among women than men.

2.20.5 Collins and Tisdell (2002): Gender and differences in travel life cycles

The purpose of this study was to examine life cycle travel patterns of outbound Australian travelers according to both gender and the purpose of travel. This study used mainly descriptive statistics in terms of ratio and percentage to determine whether there were gender variations for different age groups and purposes for travel. Those descriptive statistics were taken from Australian Bureau of Statistics (ABS) including unpublished data as of the year 1998. This study concluded that gender has an important influence on travel demand. Gender differences were found out that male had percentage greater than female regarding to purpose of travel in business (82.3%), convention/conference (67.0%), and employment (71.4%). More women made 52.7% and 54.8% of short-term departure from Australia holiday and visiting friends and relatives travel than men. For the education purpose, women traveled more than men, accounted for 50.7%. The researchers also noted that economic and sociological variation would cause the changes relationship between age and travel purposes in the future. Moreover, it is likely to increase more number of women in the workforce as

well as their single and childless status. For the long-term demand in traveling, the researcher suggested that purpose of travel and gender are important to predict.

2.20.6 The Hartman Group, Inc. conducted a quantitative study under subject of **“ISPA 2006 Spa-goer Study U.S. and Canadian Consumer Attitudes and Spa Use”** (International Spa Association, 2006a) for the International Spa Association. Therefore, useful data and information are selected and described as the following:

Spa Services Experienced: There were similar six top spa treatments for both American and Canadian consumers. These six favorite spa treatments were Swedish massage, manicure, pedicure, facial, deep tissue massage, and sauna or steam bath. Most American consumers liked Swedish massage whereas Canadian consumers prefer massage that increases body energy such as Reiki and reflexology. Women of both U.S. and Canada were more like manicures, pedicure and facials than men from each country. In contrast, there were less numbers of U.S. and Canadian men who went to spa and those who went to spa would more purchase Thai massage treatment than female from both countries. Only Canadian men preferred Tai Chi, Swedish, deep tissue, Shiatsu and couples respectively than Canadian women.

Motivations for Visiting Spas: American and Canadian consumers had four priorities reason to visit spa that were relieving, stress reduction, soothing muscles, relaxation or pampering. However, American consumers gave more importance to relieve stress than Canadian consumers. In comparison, Canadian consumers gave high rate to pampering, a good look, health and wellness, and pain reliever. Among Canadian men and women, there were differences in gender for visiting spas. Canadian men mentioned the main reason as physical illness whereas Canadian women were interested in appearance improvement for self-confidence and avoided to

staying from friends. In brief, the results supported by ISPA in 2008 explained that gender could categorize reasons for visiting spas. Female considered spas as the community sharing with friends whereas male went to spas for ailment treatment (International Spa Association, 2006a).

Teenagers' Use of Spas: There were a number of American and Canadian teenager spa consumers, approximately at 3.9 million and 0.6 million respectively. According to the researcher, the popular treatments among teenagers from both countries were manicure or pedicure, body and facial massage. On the whole, Canadian teenagers used more widely on spa treatments than American teenagers.

Table 2-1 Summary of Empirical Studies

Author of Researcher	Title of Research	Objectives of the Research	Research Methodology	Key Findings
Yaniv Poria (2008)	Gender a crucial neglected element in the service encounter: an exploratory study of the choice of hotel masseur or masseuse	To examine consumer preferences for masseur or masseuse.	Qualitative interview of 52 participants.	There are five factors that affect during massage service (purpose of massage, customer's gender, massage type, accompanied person, attitude toward masseur/masseuse, and touch by nonfamiliar person of opposite sex.
Anna S. Mattila (2000)	The impact of culture and gender on customer evaluations of service encounters	To examine the effects of culture on consumers' assessment of service quality.	Survey question at a first class 450 rooms hotel in Singapore. Respondents were 75 at check out counter and 74 at dining restaurant.	Customer evaluations of service encounters might indeed be culture bound. Customer gender failed to have an impact on service encounter evaluations.
Fang Meng & Muzaffer Uysal (2008)	Effects of gender differences on perceptions of destination attributes, motivations, and travel values: An examination of a nature-based resort destination	Perceptions of the potential tourist market to a nature- based resort destination in Southwest Virginia from the gender perspective.	Survey questionnaire to 409 respondents from various states in U.S.	There are significant gender differences exist about the perceived importance of destination attributes and travel values when potential nature tourists consider destination choices.

Continued/...

Author of Researcher	Title of Research	Objectives of the Research	Research Methodology	Key Findings
Rama Yelkur & Subhra Chakrabarty (2006)	Gender differences in service quality expectations in the fast food industry	To examine gender-based differences in service quality in the fast food industry.	Questionnaire by five dimension of service quality to 150 college students.	Women rated higher in affective and cognitive components of service quality than men. Service quality expectations are higher among women than men.
Darrian Collins & Clem Tisdell (2002)	Gender and differences in travel life cycles	To examine life cycle travel patterns of outbound Australian travelers according to gender and the purpose of travel.	Descriptive statistics were taken from Australian Bureau of Statistic (ABS) year 1998 in terms of ratio and percentage to determine gender variations for different age groups and purpose for travel.	Male had percentage greater than female in purpose of travel in business, employment, convention where women traveled for holiday, visiting friends and relative purpose than men.
The Hartman Group, Inc. (2006)	ISPA 2006 Spa-goer study U.S. and Canadian consumer attitudes and spa use	To study U.S. and Canadian consumer attitudes in using spa.	Qualitative study (some selected data are used in this thesis).	U.S. consumers like Swedish massage where Canadian like reflexology massage. They visit spa for relieving, stress reduction and relax. Teenagers of both country like facial massage.

2.21 Summary of Literature Reviewed

According to previous literature review, the study from previous research supports that there are gender differences in massage tourism industry. The theory of “Gender Socialization” explained that gender differences will start at young age and continue to a lifelong gender identity as adulthood. The gender realities affect to tourist motivation, perception, tourism marketing and destination hosts’ action. To segment gender between males and females can help to identify tourism activities, tourist behavior, tourism destination, and the gender relationship of service quality and service expectation. Gender difference in situational factors can differentiate activities or leisure participation especially more women than men. Also, the purposes of travel and life cycle are related to the age of travelers.

For massage in spa industry, gender of service providers either masseur or masseuse are related to consumption experiences (Poria, 2008). In addition, consumers buy massage for two purposes of health and non-health reasons. The past experiences in massage service effect future massage of the consumers (Poria, 2008). To summarize, women assume high quality in service expectations, detailed inspection, overweigh negative information, sensitivity minds, comprehensive processors, relationship and emotional oriented. On the other hand, men are selective processors, give higher rating to service quality more than women, competent in information processing styles, think positively, and follow the rules.



CHAPTER III

RESEARCH FRAMEWORK

This chapter provides the research framework of the study. It explains theoretical framework, conceptual framework, research hypothesis, and operationalization of the independent and dependent variables.

3.1 Theoretical Framework

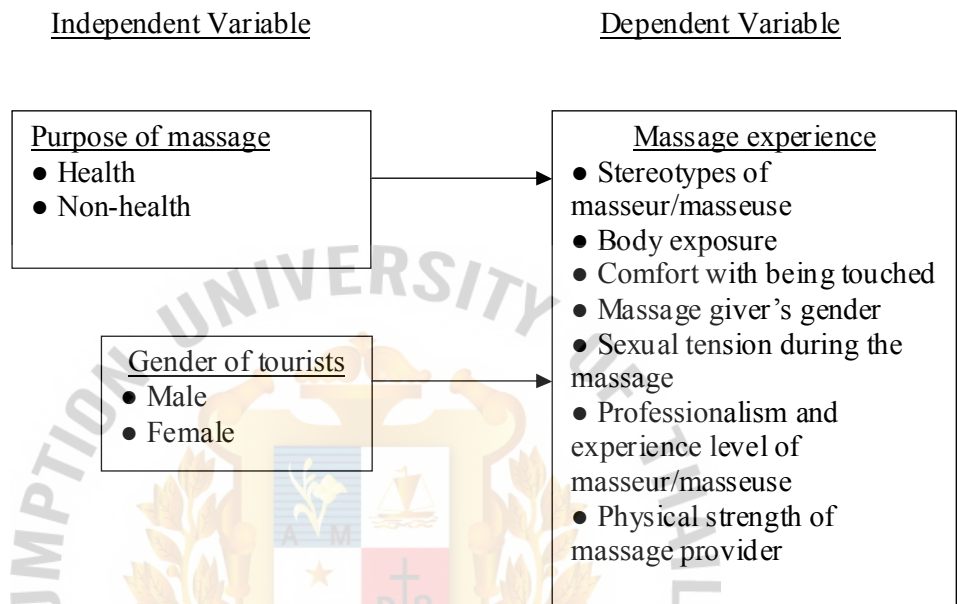
Message service providers have to struggle in order to get a good position as customers' choice. In such a competitive environment, the customer has a great power. Customers can examine, compare, select and decide on what message service they prefer to spend their money. It is not enough to offer a good service; service must adapt to the criteria, demands of customers in order to create a feeling of satisfaction. To meet customers' demand, however, message establishments need to know exactly the requirements of customers, and their subsequent evaluation. The study applied the theoretical framework from the study of Poria (2008), an exploratory study that examined consumer preferences for a masseur or masseuse. The study highlighted the importance of gender preferences are linked with seven (7) consumption experiences that are (1) main purpose of the message, (2) customer gender, (3) message type, (4) companion to message, (5) stereotype of masseur or masseuse, (6) readiness to be exposed, and (7) touched by nonfamiliar person of the opposite sex.

In addition, Thai message has been a special art for hundred years in Thailand and Pattaya is one of popular tourist destination where message is still alive and well enjoyed by thousands of visitors and locals everyday.

3.2 Conceptual Framework

Based on the section of literature review in Chapter two, **Figure 3-1** shows the conceptual framework of this study.

Figure 3-1 Conceptual Framework



Source: Adopted from the study of Poria (2008).

Independent variable is defined as the variable that is used for the estimation (Mason, Lind, & Marchal, 1999) and cause changes to dependent variable (Saunders, Lewis, & Thornhill, 2003). This research uses the purpose of massage and gender of tourists as the independent variables (**Figure 3-1**).

Dependent variable is “change in response to changes in other variables” (Saunders, Lewis, & Thornhill, 2003) and “the variable that is being predicted or estimated” (Mason, Lind, & Marchal, 1999).

3.3 Research Hypotheses

H₀₁: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'stereotypes of masseur/masseuse' is not significant.

H_{a1}: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'stereotypes of masseur/masseuse' is significant.

H₀₂: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'body exposure' is not significant.

H_{a2}: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'body exposure' is significant.

H₀₃: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'comfort with being touched' is not significant.

H_{a3}: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'comfort with being touched' is significant.

H₀₄: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'massage giver's gender' is not significant.

H_{a4}: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'massage giver's gender' is significant.

H₀5: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'sexual tension during the massage' is not significant.

H_a5: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'sexual tension during the massage' is significant.

H₀6: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'professionalism and experience level of masseur/masseuse' is not significant.

H_a6: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'professionalism and experience level of masseur/masseuse' is significant.

H₀7: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'physical strength of massage provider' is not significant.

H_a7: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'physical strength of massage provider' is significant.

H₀8: The difference among foreign tourists with regard to 'stereotypes of masseur/masseuse' in terms of gender is not significant.

H_a8: The difference among foreign tourists with regard to 'stereotypes of masseur/masseuse' in terms of gender is significant.

H₀9: The difference among foreign tourists with regard to 'body exposure' in terms of gender is not significant.

H_a9: The difference among foreign tourists with regard to 'body exposure' in terms of gender is significant.

H₀10: The difference among foreign tourists with regard to 'comfort with being touched' in terms of gender is not significant.

H_a10: The difference among foreign tourists with regard to 'comfort with being touched' in terms of gender is significant.

H₀11: The difference among foreign tourists with regard to 'massage giver's gender' in terms of gender is not significant.

H_a11: The difference among foreign tourists with regard to 'massage giver's gender' in terms of gender is significant.

H₀12: The difference among foreign tourists with regard to 'sexual tension during the massage' in terms of gender is not significant.

H_a12: The difference among foreign tourists with regard to 'sexual tension during the massage' in terms of gender is significant.

H₀13: The difference among foreign tourists with regard to 'professionalism and experience level of masseur/masseuse' in terms of gender is not significant.

H_a13: The difference among foreign tourists with regard to 'professionalism and experience level of masseur/masseuse' in terms of gender is significant.

H₀14: The difference among foreign tourists with regard to ‘physical strength of massage provider’ in terms of gender is not significant.

H_a14: The difference among foreign tourists with regard to ‘physical strength of massage provider’ in terms of gender is significant.

3.4 Operationalization of the Independent and Dependent Variables

Table 3-1 Operationalization of the Independent and Dependent Variables

Variable	Conceptual definition	Operationalization Definition	Scale of measurement	Question No. in the questionnaire
Purpose of massage	The reason to have massage	<ul style="list-style-type: none"> ● Health ● Non-health 	Nominal	Part I Question no. 9
Gender	The belonging to sex classification	<ul style="list-style-type: none"> ● Male ● Female 	Nominal	Part I Question no. 2
Massage experience	Repondents’ differences in terms of emotional responses, perception, and preferences toward massage services	<ul style="list-style-type: none"> ● Stereotypes of masseur/masseuse ● Body exposure ● Comfort with being touched ● Massage giver’s gender ● Sexual tension during the massage ● Professionalism and experience level of masseur/masseuse ● Physical strength of massage provider 	Interval	Part II Question no. 11-13 14-15 16-17 18-20 21-22 23-24 25

CHAPTER IV

RESEARCH METHODOLOGY

Tourism research should constitute research framework and research methodology in order to get the results of data analysis in chapter V.

4.1 Methods of Research Used

This study employs descriptive research that is defined as “methods of organizing, summarizing, and presenting data in an informative way” (Mason, Lind, & Marchal, 1999). The method of descriptive research helps to find answers about the selection of masseur or masseuse toward tourists’ preferences and perceptions. Moreover, descriptive research would be used the survey method by providing questionnaires to gather accurate information from tourists.

4.2 Respondents and Sampling Procedure

4.2.1. Target Population

Population is defined as “a collection of all possible individuals, objects, or measurements of interest” (Mason, Lind, & Marchal, 1999). In this study, the target population consists of domestic and international tourists who visit Pattaya at Wong Amat beach, Pattaya beach, and Jomtien beach for massage.

4.2.2. Sample Size

Because of time and financial constraints, it was estimated that 6,680,658 number of domestic and international tourists visited Pattaya in 2007 (**Table 1-1**),

therefore the actual sample size was taken to be 384 customers based on calculation of Saunders, Lewis, & Thornhill (**Table 4-1**). Such sample size would be applied at 95 percent for the level of confidence in the estimation.

To undertake a questionnaire survey of tourists regarding to massage giver’s gender, the sample size of 384 tourists would be round up to 400 and separated into two groups with 200 numbers each; these international male and female tourists. This way the study performs a quota sample gathering an equal number of responses from men and women. This form of non probability sampling is chosen because it ensures equal representation among men and women.

Table 4-1: Sample sizes for different sizes for population at a 95 percent level of certainty

Population	Margin of error			
	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	434	384
500	217	340	414	475
750	254	440	571	696
1,000	278	516	706	906
2,000	322	696	1,091	1,655
5,000	357	879	1,622	3,288
10,000	370	964	1,936	4,899
100,000	383	1,056	2,345	8,762
1,000,000	384	1,066	2,395	9,513
10,000,000	384	1,067	2,400	9,595

Source: Saunders, M., Lewis, P., & Thornhill, A. *Research Methods for Business Students*, 2003, p.156

4.2.3. Sampling Procedure

An attempt will be made in this study to include resort hotels, whose spas provide health massage and non-health massage. The questionnaires will also be delivered to Pattaya; the main tourist destination where there are massage offering as well as people on the streets in Pattaya. Consequently, the researcher would include respondents who had a massage primarily for health and non-health reasons. To encourage participations, the respondents will be assured confidentiality. To ensure accuracy, a native English speaker will check the questionnaire and will be translated into the Thai language.

Tourists who visit Pattaya can be considered only a part of total population and this study could not observe tourists as a whole. As a matter of fact, it is impossible to survey every tourist in population because of privacy consideration and time consuming. Therefore, non-probability sampling is used because questionnaires can be distributed to tourists who are available and willing to response only. For this study, tourists' aged between 15 and above and with or without massage experiences would be chosen to be representative of the sample.

4.3 Research Instruments/Questionnaire

This research would used a self-administered questionnaire in order to get data and information from respondents. The questionnaire is based on the literature review, mainly developed from study of Poria (2008). The questionnaire is divided mainly into two parts as the following:

Part I: This section required basic information of respondents such as age, gender, occupation, nationality, length of stay at Pattaya, purpose of traveling, massage experiences, types of massage experience, purpose of massage, and the

selection of massage provider by gender. This part of questionnaire is constructed in the close-ended type where the respondents could answer from provided items (Saunders, Lewis, & Thornhill, 2003).

Part II: The questions would ask the respondents concerning their massage experience at Pattaya using 5-point Likert (1- strongly disagree and 5 – strongly agree).

4.4 Collection of Data/Gathering Procedure

This research uses primary data and secondary data. The primary was data was collected by distribution of questionnaires. Secondary data is gathered from various tourism books, journal, articles and electronic sources.

Table 4-2 Summary of data collection

Time Schedule	Location	No. of questionnaire distributions	No. of questionnaire returned
1 August-25 October, 2009	Wong Amat Beach area	40	40
	Pattaya Beach area	40	40
	Jomtien Beach area	40	40
	Theprasit night market	50	50
	The Avenue, Pattaya (front)	30	30
	Dolphin Circle, North Pattaya	20	20
	Walking street, Pattaya	40	40
	Balihi pier, Pattaya	30	30
	Central Festival Pattaya Beach (Opposite)	30	30
	Royal Garden Pattaya (front)	40	40
	Mike shopping mall (front)	40	40
Total		400	400

The data were collected at the various main tourists destination in Pattaya (**Table 4-2**). The 11 locations, mainly spa and massage shops opened to the needs of foreign tourists. The foreign tourists were asked to answer the questionnaire if they

had any previous massage experience in Pattaya. The respondents were approached from around 4 pm in the afternoon until 7 pm in the evening during data collection because it enabled the researchers to approach a large number of respondents. However, the number of questionnaire distribution was around 7-10 per day at a location. At each location, the researcher found that foreign tourists' were willing to answer if they were free and available, but the problem during questionnaire distribution was the willingness of the respondents. Understanding English for some foreign tourists who were not native English speakers were difficult. Moreover, there are more than hundreds of spas opened in Pattaya, but only certain shops are registered with Department of Health Service Support, Thailand (by interviewing with public health officer at Banglamung District on November, 2008). Therefore, the researcher assumed that those non-registered spas are hidden from public eyes, clean environment, professional level of massage giver, and sex on sale.

4.5 Pretest and reliability test

A pretest is employed before distributing a questionnaire to collect the respondents' data with the objective to ensure that the questionnaire would not have any problem when the respondents are answering the questions, giving validity and reliability to the questionnaire itself (Saunders, Lewis, & Thornhill, 2003). This study conducts 15 numbers of questionnaires and distributes them to 40 numbers of international tourists around beaches in Pattaya. Respondents' raw data were performed by the Statistical Package for the Social Science (SPSS) program in order to find reliability of questionnaire. Cronbach's alpha is used for calculating internal consistency where the reliability of a questionnaire is related to the consistency of responses to questions (Saunders, Lewis, & Thornhill, 2003). This pretest study was

assessed by the SPSS program with the result of alpha at 0.68 (**Table 4-3**). Thus, by Cronbach’s Coefficient Alpha scale, this 15 questionnaires are considered to be reliable since the alpha is greater than 0.60.

Table 4-3 Summary of reliability analysis of pretest

Reliability Coefficients	
Number of cases	40
Number of items	15
alpha	0.68

4.6 Statistical treatment of Data

This study uses “Statistical Package for the Social Science” for Windows to analyze 400 questionnaires. However, statistics include two types of analyses.

4.6.1 Descriptive Statistic refers to “methods of organizing, summarizing, and presenting data in an informative way” (Mason, Lind, & Marchal, 1999), allowing the researcher to describe or measure variables numerically (Saunders, Lewis, & Thornhill, 2003). For examples, frequency i.e. percentage, central tendency i.e. mean, median, and mode, measure of variation i.e. range, and standard deviation (S.D.).

4.6.2 Inferential Statistics for hypothesis testing means “the methods used to find out something about population, based on a sample” (Mason, Lind, & Marchal, 1999). This research will assess *Independent Sample t-test*. In this study, the whole population (total number of Pattaya’s tourists in a year) could not be observed;

however, the researcher will use the sample of 400 tourists to test probability of research hypotheses in order to conclude the result of the whole population. The independent Sample t-test is conducted based on three assumptions; sample populations are approximately normally distributed, independent with the equation of standard deviation (Mason, Lind, & Marchal, 1999).

Formula 4-1

$$\text{Pooled variance } s_p^2 = \frac{(n_1 - 1)(s_1^2) + (n_2 - 1)(s_2^2)}{n_1 + n_2 - 2}$$

Where: s_1^2 is the first sample variance

s_2^2 is the second sample variance

Source: Mason, R.D., Lind, D.A., & Marchal, W.G. *Statistical Techniques in Business and Economics*, 1999, p. 363.

Formula 4-2

$$\text{Two sample test of means } t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{s_p^2 \left(\frac{1}{n_1} + \frac{1}{n_2} \right)}}$$

Where: \bar{x}_1 is the mean of the first sample.

\bar{x}_2 is the mean of the second sample.

n_1 is the number in the first sample.

n_2 is the number in the second sample.

s_p^2 is the pooled estimate of the population variance.

Source: Mason, R.D., Lind, D.A., & Marchal, W.G. *Statistical Techniques in Business and Economics*, 1999, p. 363.

4.7 Statistical Tests Used

Table 4-4: Summary of statistical tests used

Hypothesis	Statement	Statistical Test
H _{a1}	The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'stereotypes of masseur/masseuse' is significant.	Independent Sample t-test
H _{a2}	The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'body exposure' is significant.	Independent Sample t-test
H _{a3}	The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'comfort with being touched' is significant.	Independent Sample t-test
H _{a4}	The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'massage giver's gender' is significant.	Independent Sample t-test
H _{a5}	The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'sexual tension during the massage' is significant.	Independent Sample t-test
H _{a6}	The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'professionalism and experience level of masseur/masseuse' is significant.	Independent Sample t-test
H _{a7}	The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'physical strength of massage provider' is significant.	Independent Sample t-test
H _{a8}	The difference among foreign tourists with regard to 'stereotypes of masseur/masseuse' in terms of gender is significant.	Independent Sample t-test
H _{a9}	The difference among foreign tourists with regard to 'body exposure' in terms of gender is significant.	Independent Sample t-test
H _{a10}	The difference among foreign tourists with regard to 'comfort with being touched' in terms of gender is significant.	Independent Sample t-test
H _{a11}	The difference among foreign tourists with regard to 'massage giver's gender' in terms of gender is significant.	Independent Sample t-test
H _{a12}	The difference among foreign tourists with regard to 'sexual tension during the massage' in terms of gender is significant.	Independent Sample t-test
H _{a13}	The difference among foreign tourists with regard to 'professionalism and experience level of masseur/masseuse' in terms of gender is significant.	Independent Sample t-test
H _{a14}	The difference among foreign tourists with regard to 'physical strength of massage provider' in terms of gender is significant.	Independent Sample t-test

CHAPTER V

DATA ANALYSIS AND FINDINGS

This chapter included the data analysis and findings of the research study. The chapter consists of two parts. The first part presents the data analysis summarized from the collection of 400 questionnaires. The second section illustrates the hypotheses testing results of the study.

5.1 Data Processing and Analysis

The data were analyzed and summarized in a readable and easily interpretable form. The Statistical Package for Social Science (SPSS) version 17 was utilized to summarize the data. Descriptive analysis was acted upon to derive the frequency tables and percentage in order to observe the distribution of variables within the populations classified by their information of massage for (1) independent variables such as gender of tourists and purpose of having massage, (2) dependent variables as seven groups of massage experiences.

5.1.1 Frequency Distribution of respondent's general information:

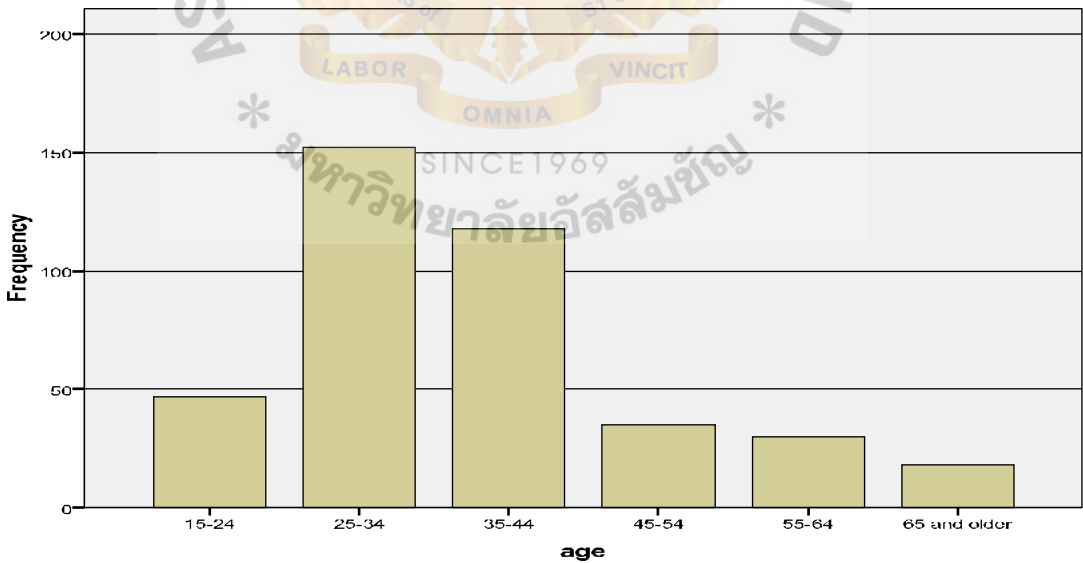
(1) Age

Table 5-1 and Figure 5-1 illustrated that most of the respondents in this study were in age range of 25-34 years old (38.0%), followed by the age range of 35-44 years old (29.5%), 15-24 years old (11.8%), 45-54 years old (8.8%), 55-64 years old (7.5%), and up to 65 and over (4.5%) respectively.

Table 5-1 Frequency distribution table of age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-24	47	11.80	11.80	11.80
	25-34	152	38.00	38.0	49.80
	35-44	118	29.50	29.50	79.30
	45-54	35	8.80	8.80	88.00
	55-64	30	7.50	7.50	95.50
	65 and older	18	4.50	4.50	100.00
	Total	400	100.00	100.00	

Figure 5-1 Frequency distribution bar chart of age



(2) Occupation

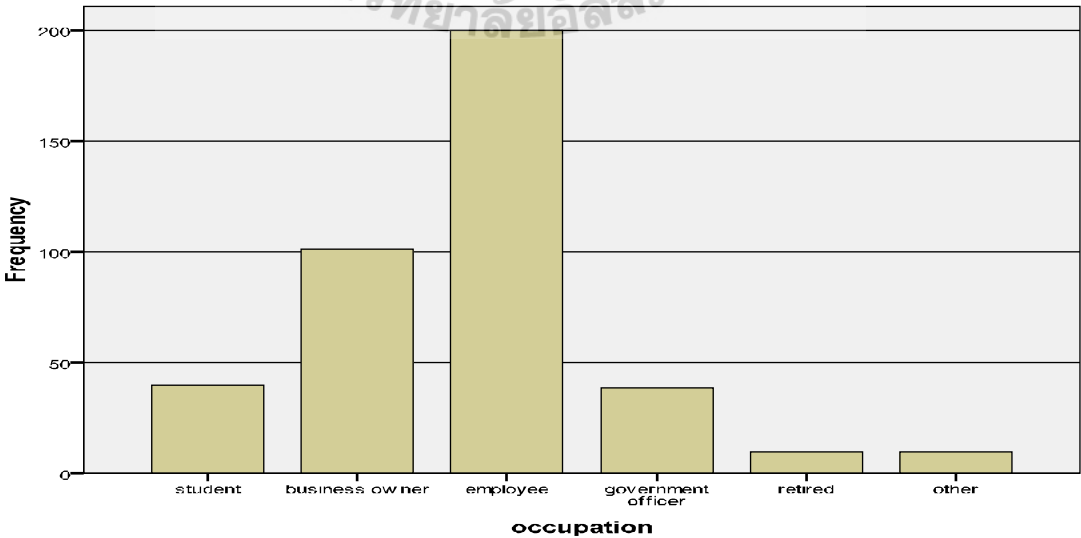
Table 5-2 and Figure 5-2 indicate that the majority of the respondents' occupations were "employees" (50%) followed by "business owner" (25.30%),

“students” (10%), “government officers” (9.80%), “retired” from job (2.50%) and others (2.50%) respectively.

Table 5-2 Frequency distribution table of occupation

occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	40	10.0	10.0	10.0
	business owner	101	25.3	25.3	35.3
	employee	200	50.0	50.0	85.3
	government officer	39	9.8	9.8	95.0
	retired	10	2.5	2.5	97.5
	other	10	2.5	2.5	100.0
	Total	400	100.0	100.0	

Figure 5-2 Frequency distribution bar chart of occupation



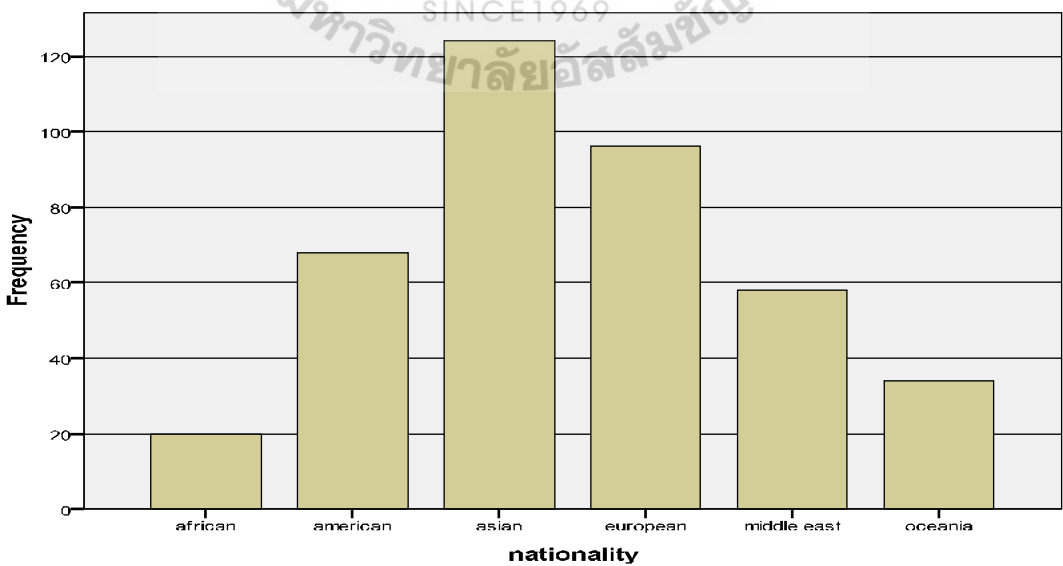
(3) Nationality

Table 5-3 and Figure 5-3 show that Asian is the majority of foreign tourists' nationality comprises 31%, followed by nationalities as Europeans (24%), Americans (17%), Middle Eastern (14.50%), Oceania (8.5%), and African (5%) respectively.

Table 5-3 Frequency distribution table of nationality

		nationality			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	African	20	5.00	5.00	5.00
	American	68	17.00	17.00	22.00
	Asian	124	31.00	31.00	53.00
	European	96	24.00	24.00	77.00
	Middle East	58	14.50	14.50	91.50
	Oceania	34	8.50	8.50	100.00
	Total	400	100.00	100.00	

Figure 5-3 Frequency distribution bar chart by nationality



(4) Length of stay at Pattaya

Table 5-4 and Figure 5-4 illustrate the most of respondents stayed at Pattaya for 2-4 nights (39.30%) while the rest of the respondents stayed at Pattaya for more than 5 nights (32.50%), one night (19.50%) and day visit (8.80%) respectively.

Table 5-4 Frequency Distribution table of length of stay in Pattaya

Length of stay in Pattaya					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	day visit	35	8.80	8.80	8.80
	one night	78	19.50	19.50	28.30
	2-4night	157	39.30	39.30	67.50
	more than 5 nights	130	32.50	32.50	100.00
	Total	400	100.00	100.00	

Figure 5-4 Frequency Distribution bar chart of length of stay in Pattaya



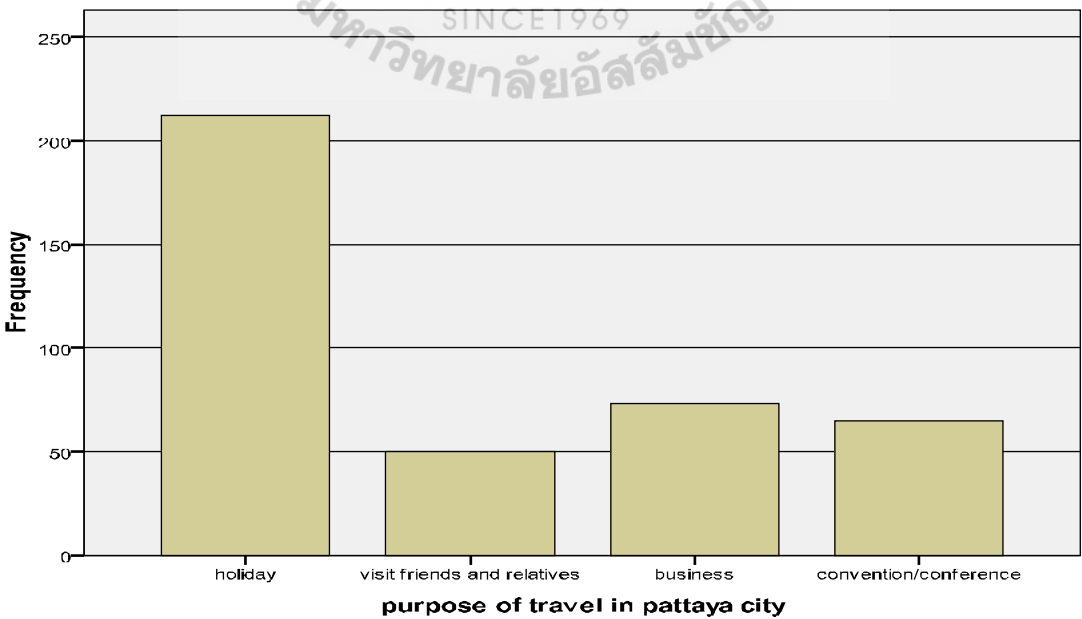
(5) Purpose of Travel in Pattaya

Table 5-5 and Figure 5-5 illustrate that most of respondents went to Pattaya for 53.00%. The following purposes were business (18.30%), convention/conference (16.30%), and visit friends and relative (12.50%).

Table 5-5 Frequency distribution table of purpose of travel in Pattaya

Purpose of travel in Pattaya					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	holiday	212	53.00	53.00	53.00
	visit friends and relatives	50	12.50	12.50	65.50
	business	73	18.30	18.30	83.80
	convention/conference	65	16.30	16.30	100.00
	Total	400	100.00	100.00	

Figure 5-5 Frequency distribution bar chart of purpose of travel in Pattaya



(6) Frequency of massage experiences

Table 5-6 and Figure 5-6 indicate that the majority of the respondents used massage for more “than 4 times”, “1-4 times” represented by 36.30%, and 13.80% for (50%) “never had massage” experience before, respectively.

Table 5-6 Frequency Distribution table of frequency of massage experienced before

How many times have you have massage experience before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no, massage	55	13.80	13.80	13.80
	1-4	145	36.30	36.30	50.00
	more than 4	200	50.00	50.00	100.00
	Total	400	100.00	100.00	

Figure 5-6 Frequency distribution bar chart of frequency of massage experienced before



(7) Types of massage experienced

Table 5-7 shows that most of the respondents had “foot massage” (26.30%), followed by “traditional Thai massage” (24.33%), “aromatherapy massage” (15.38%), “Ayurvedic massage” (14.67%), “facial massage” (10.73%), and other massage (2.15%) respectively.

Table 5-7 Frequency Distribution table of types of massage experienced

Types of massage experienced	Responses		Percent of Cases
	N	Percent	
Swedish massage	36	6.44%	9.00%
Aromatherapy	86	15.38%	21.50%
Traditional Thai massage	136	24.33%	34.00%
Ayurvedic massage	82	14.67%	20.50%
Foot massage	147	26.30%	36.75%
Facial massage	60	10.73%	15.00%
Other	12	2.15%	3.00%
Total	559	100.00%	139.75%

(8) Particular gender requirement for massage experiences

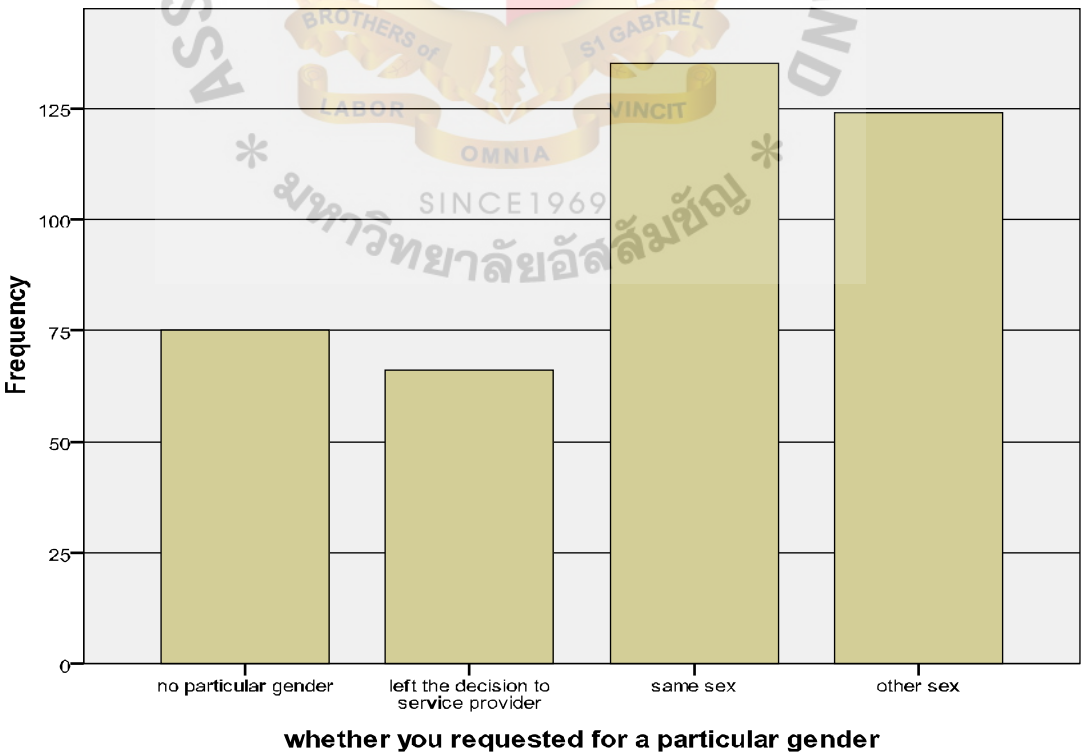
Table 5-8 and Figure 5-7 illustrate that most of the respondents preferred to select the “same sex” of their massage giver’s gender (33.80%), closely followed by “other sex” (31.00%), “left the decision to service provider” (16.50%) and “no particular gender” (18.80%) respectively.

Table 5-8 Frequency Distribution table of particular gender requirement for massage

Request for a particular gender for massage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no particular gender	75	18.80	18.80	18.80
	left the decision to service provider	66	16.50	16.50	35.30
	same sex	135	33.80	33.80	69.00
	other sex	124	31.00	31.00	100.00
	Total	400	100.00	100.00	

Figure 5-7 Frequency Distribution bar chart of particular gender requirement for massage



5.1.2 Frequency Distribution of independent variables: Gender of tourists and Purpose of massage

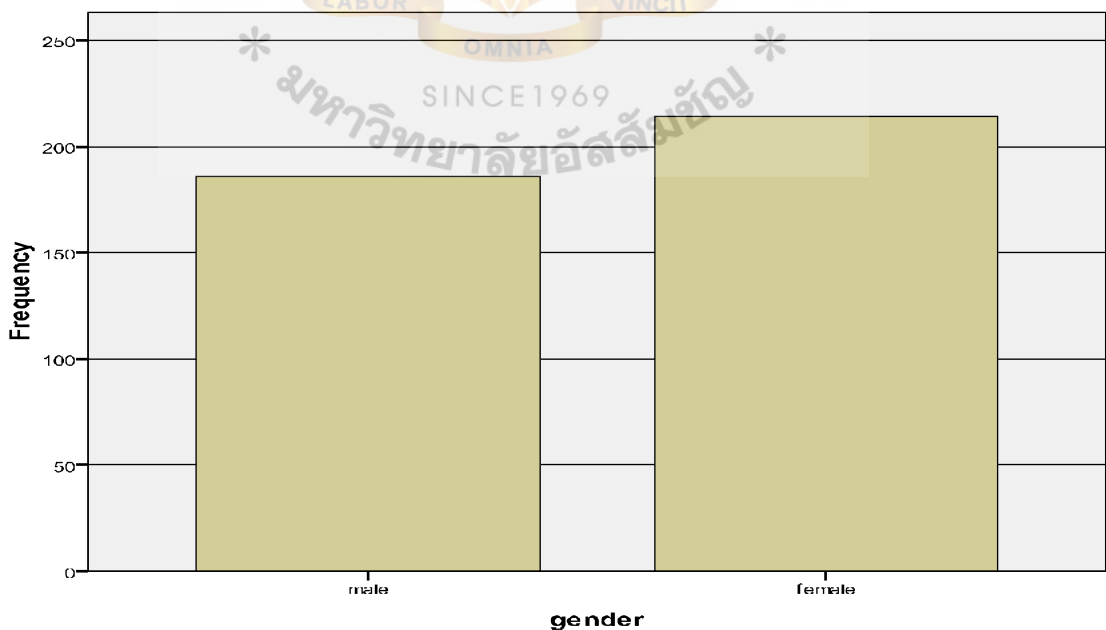
(1) Gender of tourists

Table 5-9 and Figure 5-8 show that out of 400 respondents, the majority of the respondents were female represented as 214 or (53.3%). The male respondents were counted as 186 or (46.5%) in this study.

Table 5-9 Tourists’ frequency distribution of the gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	186	46.50	46.50	46.50
	female	214	53.50	53.50	100.00
	Total	400	100.00	100.00	

Figure 5-8 Gender frequency distribution



2) Purpose of massage

Table 5-10 and Figure 5-9 demonstrate that out of 400 respondents, 218 respondents (54.5%) had massage for non-health reason, 182 respondents (45.5%) had massage for health reason. Therefore, it is concluded that majority of the respondents purpose of massage in this study was non-health reasons.

Table 5-10 Frequency distribution of respondents purpose of massage

Main purposes of the massage					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	non-health	218	54.50	54.50	54.50
	health	182	45.50	45.50	100.00
	Total	400	100.00	100.00	

Figure 5-9 Purposes of massage frequency distribution



5.1.3 Dependent Variable Frequency

(1) Massage experience

According to Table 5-11, the massage experiences show different levels of agreement by the respondents. The results can be described that the most of the agreement shown by the respondents is “professionalism and experience level of masseur/masseuse” with the highest mean score of 3.89, followed by mean scores of body exposure (3.38), comfort with being touched (3.32), stereotypes of masseur/masseuse (3.25), sexual tension during the massage (3.21), massage giver's gender (3.20), physical strength of massage provider (2.85).

Table 5-11 Descriptive Statistics of respondents' massage experiences

Massage experiences	Mean	Std. Deviation
<u>stereotypes of masseur/ masseuse</u>		
"General look and appearance of the service provider is significant to my satisfaction."	3.62	1.09
"If attending by a massage companion or partner, touching by the opposite gender makes me feel nervous and unable to enjoy the massage."	3.12	0.98
"Interaction/communication with a service provider might feel anticipate with the superior service from someone with the same gender."	3.00	0.92
stereotypes of masseur/ masseuse	3.25	0.69
<u>body exposure</u>		
"I feel no obligation to improve my appearance before a massage giver."	3.28	0.82
"I don't like others to look at my body."	3.48	0.90
body exposure	3.38	0.70
<u>comfort with being touched</u>		
"I don't like or am not enjoyed with the touch of a non familiar person."	3.27	1.78
"If the massage included body parts regarded as intimate, I would prefer a massage provider with the same gender as mine."	3.36	1.16
comfort with being touched	3.32	1.12
<u>massage giver's gender</u>		
"Touch of the opposite gender leads to higher levels of enjoyment."	3.19	1.16
"I have no preference with respect of gender of the massage giver."	2.91	1.01
"If attending alone, a massage service provider's gender is crucial for my satisfaction of the massage experience."	3.51	0.94
massage giver's gender	3.20	0.64
<u>sexual tension during the massage</u>		
"I consider massage as intimate experience."	3.66	0.79
"I feel sexual tension between myself and the service provider during the massage."	2.76	1.00
sexual tension during the massage	3.21	0.70
<u>professionalism and experience level of masseur/ masseuse</u>		
"I want a professional employee who can take care of me."	4.21	0.89
"I weigh the experience level of the masseur (male massager) or masseuse (female massager)."	3.57	0.81
professionalism and experience level of masseur/ masseuse	3.89	0.62
<u>Physical strength of massage provider</u>		
"When I feel strength is required, a masseur (male massager) is better."	2.85	1.05
Physical strength of massage provider	2.85	1.05

However, the respondents had a strongly agreement to "I want a professional employee who can take care of me" (4.21) and neither agreement or disagreement to "I feel sexual tension between myself and the service provider during the massage" (2.76).

5.2 Hypothesis Testing

A hypothesis is a statement about a population developed for the purpose of testing (Mason, Lind, & Marchal, 1999) or the testable proposition about the relationship between two or more events or concepts (Saunders, Lewis, & Thornhill, 2003).

Hypothesis testing is a procedure based on sample evidence and a probability theory to determine whether the hypothesis is a reasonable statement (Mason, Lind, & Marchal, 1999).

To arrange the hypothesis testing, a null hypothesis and an alternate hypothesis are applied. Null hypothesis is developed for the purpose of testing where alternate hypothesis is the statement that is accepted if the sample data provide enough evidence that the null hypothesis is false (Mason, Lind, & Marchal, 1999).

In this study, it consists of fourteen (14) tested hypotheses with independent sample t-test was applied all to test the differences in gender (male and female) and purpose of massage (health and non-health) towards the massage experiences (Stereotypes of masseur/masseuse, Body exposure, Comfort with being touched, Massage giver's gender, Sexual tension during the massage, Professionalism and experience level of masseur/masseuse, Physical strength of massage provider). Saunders, Lewis, & Thornhill (2003) noted that the independent sample t-test is used to examine the difference in the means of the two groups using a measure of the

spread of the score. The significance level used in this study is 0.05 or 95% level of confidence.

Hypothesis 1

H₀1: The difference in massage experience for health and non-health reasons among foreign tourists with regard to ‘stereotypes of masseur/masseuse’ is not significant.

H_a1: The difference in massage experience for health and non-health reasons among foreign tourists with regard to ‘stereotypes of masseur/masseuse’ is significant.

The independent sample t-test analysis in Table 5-12 shows that level of agreement on stereotypes of masseur/masseuse toward non-health/ health massage as 2.51 and 2.34 respectively which means neither agree nor disagree.

Table 5-12 Group Statistics for Hypothesis 1

Group Statistics				
	Main purpose of the massage	N	Mean	Std. Deviation
Stereotypes of masseur/masseuse	non-health	218	2.51	.52
	health	182	2.34	.50

Table 5-13 Independent Sample t-test for Hypothesis 1

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
				t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		
stereotypes of masseur/masseuse	Equal variances assumed	.145	.704	3.226	398	.001	.16577	.05139	.06473	.26680
	Equal Variances not assumed			3.233	388.727	.001	.16577	.05127	.06497	.26657

Table 5-13 indicates that the p-value (0.001) of health and non-health purpose of massage towards the stereotypes of masseur/masseuse is $p < 0.05$. Therefore, the null hypothesis is rejected in this case. This implies that massage experience for health and non-health reasons has significant differences among foreign tourists toward stereotypes of masseur/masseuse.

Hypothesis 2

H₀₂: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'body exposure' is not significant.

H_{a2}: The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'body exposure' is significant.

Table 5-14 Group Statistics for Hypothesis 2

Group Statistics				
	main purpose of the massage	N	Mean	Std. Deviation
Body exposure	non-health	218	3.45	.74
	health	182	3.29	.63

Table 5-14 illustrates foreign tourists’ level of agreement toward massage experience on body exposure as 3.45 and 3.29 according to non-health and health purpose of massage respectively. Table 5-15 shows that the null hypothesis is rejected since the significance value is less than 0.05. Therefore, the difference in massage experience for health and non-health reasons among foreign tourists toward to body exposure is significant.

Table 5-15 Independent Sample t-test for Hypothesis 2

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
body exposure	Equal variances assumed	.184	.669	2.277	398	.023	.15788	.06933	.02158	.29418
	Equal variances not assumed			2.309	397.735	.021	.15788	.06838	.02345	.29230

Hypothesis 3

H₀₃: The difference in massage experience for health and non-health reasons among foreign tourists with regard to ‘comfort with being touched’ is not significant.

H_{a3}: The difference in massage experience for health and non-health reasons among foreign tourists with regard to ‘comfort with being touched’ is significant.

Table 5-16 Group Statistics for Hypothesis 3

Group Statistics				
	main purpose of the massage	N	Mean	Std. Deviation
Comfort with being touched	non-health	218	3.39	.79
	health	182	3.23	1.41

The average level of agreement of massage experience in comfort with being touched toward non-health massage is 3.39 and health massage is 3.23 (Table 5-16). The independent sample t-test analysis in Table 5-17 illustrates that one of massage experiences is the “comfort with being touched” has significance value of 0.162, which is more than 0.05. Therefore, the null hypothesis (H₀₃) is accepted and the alternate hypothesis (H_{a3}) is rejected. It means that the difference among foreign tourists massage experience toward “comfort with being touched” is not significant.

Table 5-17 Independent Sample t-test for Hypothesis 3

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
comfort with being touched	Equal variances assumed	10.051	.002	1.401	398	.162	.15685	.11195	-.06325	.37694
	Equal variances not assumed			1.337	274.129	.182	.15685	.11729	-.07406	.38776

Hypothesis 4

H₀4: The difference in massage experience for health and non-health reasons among foreign tourists with regard to ‘massage giver’s gender’ is not significant.

H_a4: The difference in massage experience for health and non-health reasons among foreign tourists with regard to ‘massage giver’s gender’ is significant.

Table 5-18 Group Statistics for Hypothesis 4

Group Statistics				
	main purpose of the massage	N	Mean	Std. Deviation
massage giver's gender	non-health	218	3.27	.68
	health	182	3.13	.59

Table 5-18 shows the average level of agreement of non-health massage for 3.27 and health massage for 3.13 by item of “massage giver’s gender”. Table 5-19 demonstrates that “massage giver’s gender” has significance value of 0.029, which is

less than 0.05. Thus, the null hypothesis is rejected in this case. This can be concluded that there is the difference for health and non-health reasons among foreign tourists toward “massage giver’s gender is significant.

Table 5-19 Independent Sample t-test for Hypothesis 4

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
massage giver's gender	Equal variances assumed	.445	.505	2.170	398	.031	.13968	.06437	.01314	.26622
	Equal variances not assumed			2.196	397.044	.029	.13968	.06361	.01463	.26473

Hypothesis 5

H₀₅: The difference in massage experience for health and non-health reasons among foreign tourists with regard to ‘sexual tension during the massage’ is not significant.

H_{a5}: The difference in massage experience for health and non-health reasons among foreign tourists with regard to ‘sexual tension during the massage’ is significant.

Table 5-20 Group Statistics for Hypothesis 5

Group Statistics				
	main purpose of the massage	N	Mean	Std. Deviation
sexual tension during the massage	non-health	218	3.31	.71
	health	182	3.09	.65

Table 5-21 Independent Sample t-test for Hypothesis 5

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
sexual tension during the massage	Equal variances assumed	2.295	.131	3.190	398	.002	.21852	.06849	.08387	.35317
	Equal variances not assumed			3.214	394.002	.001	.21852	.06800	.08483	.35221

Table 5-20 indicates that the average levels of agreement on “sexual tension during the massage” among non-health and health massage are 3.31 and 3.09 respectively. Table 5-21 shows that “sexual tension during the massage” has a significant value of 0.001, which is less than 0.05. Therefore, the null hypothesis is rejected. This means that the difference in massage experience for health and non-health reasons among foreign tourists toward “sexual tension during the massage” is significant.

Hypothesis 6

H₀₆: The difference in massage experience for health and non-health reasons among foreign tourists with regard to ‘professionalism and experience level of masseur/masseuse’ is not significant.

H_{a6}: The difference in massage experience for health and non-health reasons among foreign tourists with regard to ‘professionalism and experience level of masseur/masseuse’ is significant.

Table 5-22 illustrates that the level of agreement on “professionalism and experience level of masseur/masseuse” is 3.89 for both non-health and health massage.

Table 5-22 Group Statistics for Hypothesis 6

Group Statistics				
	main purpose of the massage	N	Mean	Std. Deviation
professionalism and experience level of masseur/masseuse	non-health	218	3.89	.65
	health	182	3.89	.59

Table 5-23 Independent Sample t-test for Hypothesis 6

Independent Samples Test											
		Levene's Test for Equality of Variances		t-test for Equality of Means							
										95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
professionalism and experience level of masseur/ masseuse	Equal variances assumed	1.982	.160	-.091	398	.93	-.00570	.06263	-.12883	.11744	
	Equal variances not assumed			-.092	394.800	.93	-.00570	.06212	-.12783	.11644	

Table 5-23 shows that the p-value of non-health and health massage toward “professionalism and experience level of masseur/masseuse” was more than 0.05 ($p = 0.93$). Therefore, the null hypothesis (H_0) is accepted and the alternate hypothesis (H_a) is rejected. It means that the difference in massage experience for health and non-health reasons among foreign tourists toward “professionalism and experience level of masseur/masseuse” is not significant.

Hypothesis 7

H₀7: The difference in massage experience for health and non-health reasons among foreign tourists with regard to ‘physical strength of massage provider’ is not significant.

H_a7: The difference in massage experience for health and non-health reasons among foreign tourists with regard to ‘physical strength of massage provider’ is significant.

Table 5-24 Group Statistics for Hypothesis 7

Group Statistics				
	main purpose of the massage	N	Mean	Std. Deviation
Physical strength of massage provider	non-health	218	2.97	1.01
	health	182	2.70	1.08

Table 5-24 illustrates that the average level of agreement on “Physical strength of massage provider” are 2.97 for non-health massage and 2.70 for health massage.

Table 5-25 Independent Sample t-test for Hypothesis 7

		Levene's Test for Equality of Variances		t-test for Equality of Means						
										95% Confidence Interval of the Difference
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Physical strength of massage provider	Equal variances assumed	3.024	.083	2.584	398	.010	.27009	.10451	.06464	.47554
	Equal variances not assumed			2.569	375.111	.011	.27009	.10513	.06336	.47681

Table 5-25 shows the significance value of $p = 0.011$ which is less than 0.05. Therefore, the null hypothesis is rejected in this case. This means that the difference in massage experience for health and non-health reasons among foreign tourists toward “physical strength of massage provider” is significant.

Hypothesis 8

H₀₈: The difference among foreign tourists with regard to ‘stereotypes of masseur/masseuse’ in terms of gender is not significant.

H_{a8}: The difference among foreign tourists with regard to ‘stereotypes of masseur/masseuse’ in terms of gender is significant.

Table 5-26 Group Statistics for Hypothesis 8

Group Statistics				
	gender	N	Mean	Std. Deviation
Stereotypes of masseur/masseuse	male	186	2.49	.49
	female	214	2.38	.54

Table 5-26 shows the average level of agreement toward “stereotypes of masseur or masseuse” by male as 2.49 and female as 2.38.

Table 5-27 Independent Sample t-test for Hypothesis 8

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Stereotypes of masseur/masseuse	Equal variances assumed	2.659	0.104	2.055	398	0.041	0.1062	0.05170	0.00460	0.20789
	Equal variances not assumed			2.071	397.599	0.039	0.1062	0.05131	0.00537	0.20712

Table 5-27 shows “Stereotypes of masseur or masseuse” toward gender has significance value of 0.039, which is less than 0.05. Therefore, the null hypothesis is rejected in this case. This means that the difference among foreign tourists toward “Stereotypes of masseur or masseuse” in terms of gender is significance.

Hypothesis 9

H₀9: The difference among foreign tourists with regard to ‘body exposure’ in terms of gender is not significant.

H_a9: The difference among foreign tourists with regard to ‘body exposure’ in terms of gender is significant.

Table 5-28 Group Statistics for Hypothesis 9

Group Statistics				
		N	Mean	Std. Deviation
Body exposure	male	186	3.22	.75
	female	214	3.52	.61

Table 5-29 Independent Sample t-test for Hypothesis 9

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Body exposure	Equal variances assumed	10.644	.001	-4.538	398	.000	-.30831	.06793	-.44187	-.17476
	Equal variances not assumed			-4.475	357.333	.000	-.30831	.06889	-.44380	-.17282

Table 5-28 shows the average level of agreement toward “body exposure” by male as 3.22 and female as 3.52. Table 5-29 illustrates that “body exposure” has a

significance value of 0.000, which is less than 0.05. Therefore, the null hypothesis is rejected in this case. This means that difference among foreign tourists toward “body exposure” in terms of gender is significant.

Hypothesis 10

H₀10: The difference among foreign tourists with regard to ‘comfort with being touched’ in terms of gender is not significant.

H_a10: The difference among foreign tourists with regard to ‘comfort with being touched’ in terms of gender is significant.

Table 5-30 Group Statistics for Hypothesis 10

Group Statistics				
	gender	N	Mean	Std. Deviation
comfort with being touched	male	186	2.90	1.34
	female	214	3.68	.70

Table 5-31 Independent Sample t-test for Hypothesis 10

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
comfort with being touched	Equal variances assumed	7.274	.007	-7.342	398	.000	-.77201	.10516	-.97874	-.56528
	Equal variances not assumed			-7.053	269.953	.000	-.77201	.10946	-.98751	-.55650

Table 5-30 shows the average level of agreement toward “comfort with being touch” by male as 2.90 and female as 3.68. Table 5-31 illustrates that “comfort with being touched” has a significance value of 0.000, which is less than 0.05. Therefore,

the null hypothesis is rejected in this case. This means that difference among foreign tourists toward “comfort with being touched” in terms of gender is significant.

Hypothesis 11

H₀11: The difference among foreign tourists with regard to ‘massage giver’s gender’ in terms of gender is not significant.

H_a11: The difference among foreign tourists with regard to ‘massage giver’s gender’ in terms of gender is significant.

Table 5-32 Group Statistics for Hypothesis 11

Group Statistics				
	gender	N	Mean	Std. Deviation
massage giver's gender	male	186	3.49	.51
	female	214	2.96	.64

Table 5-33 Independent Sample t-test for Hypothesis 11

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
massage giver's gender	Equal variances assumed	19.437	.000	9.116	398	.000	.53598	.05879	.42039	.65156
	Equal variances not assumed			9.262	394.912	.000	.53598	.05787	.42221	.64974

Table 5-32 shows the average level of agreement toward “massage giver’s gender” by male as 3.49 and female as 2.96. Table 5-33 illustrates that “massage giver's gender” has a significance value of 0.000, which is less than 0.05. Therefore,

the null hypothesis is rejected in this case. This means that difference among foreign tourists toward “massage giver's gender” in terms of gender is significant.

Hypothesis 12

H₀12: The difference among foreign tourists with regard to ‘sexual tension during the massage’ in terms of gender is not significant.

H_a12: The difference among foreign tourists with regard to ‘sexual tension during the massage’ in terms of gender is significant.

Table 5-34 Group Statistics for Hypothesis 12

Group Statistics				
	gender	N	Mean	Std. Deviation
sexual tension during the massage	male	186	3.42	.69
	female	214	3.04	.64

Table 5-35 Independent Sample t-test for Hypothesis 12

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Dfference	Std. Error Difference	Lower	Upper
sexual tension during the massage	Equal variances assumed	1.371	.242	5.734	398	.000	.38162	.06656	.25077	.51247
	Equal variances not assumed			5.709	382.402	.000	.38162	.06685	.25019	.51305

Table 5-34 shows the average level of agreement toward “sexual tension during the massage” by male as 3.42 and female as 3.04. Table 5-35 illustrates that “sexual tension during the massage” has a significance value of 0.000, which is less than 0.05. Therefore, the null hypothesis is rejected in this case. This means that difference among foreign tourists toward “sexual tension during the massage” in terms of gender is significant.

Hypothesis 13

H₀13: The difference among foreign tourists with regard to ‘professionalism and experience level of masseur/masseuse’ in terms of gender is not significant.

H_a13: The difference among foreign tourists with regard to ‘professionalism and experience level of masseur/masseuse’ in terms of gender is significant.

Table 5-36 Group Statistics for Hypothesis 13

Group Statistics				
	gender	N	Mean	Std. Deviation
professionalism and experience level of masseur/masseuse	male	186	3.84	.71
	female	214	3.94	.53

Table 5-37 Independent Sample t-test for Hypothesis 13

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
professionalism and experience level of masseur/masseuse	Equal variances assumed	12.481	.000	-1.613	398	.108	-.10054	.06233	-.22308	.02200
	Equal variances not assumed			-1.582	340.269	.115	-.10054	.06356	-.22555	.02447

Table 5-36 shows the average level of agreement toward “professionalism and experience level of masseur/masseuse” by male as 3.84 and female as 3.94. Table 5-37 illustrates that “professionalism and experience level of masseur/masseuse” has a significance value of 0.108 which is more than 0.05. Therefore, the null hypothesis failed to reject in this case. This means that difference among foreign tourists toward “professionalism and experience level of masseur/masseuse” in terms of gender is not significant.

Hypothesis 14

H₀14: The difference among foreign tourists with regard to ‘physical strength of massage provider’ in terms of gender is not significant.

H_a14: The difference among foreign tourists with regard to ‘physical strength of massage provider’ in terms of gender is significant.

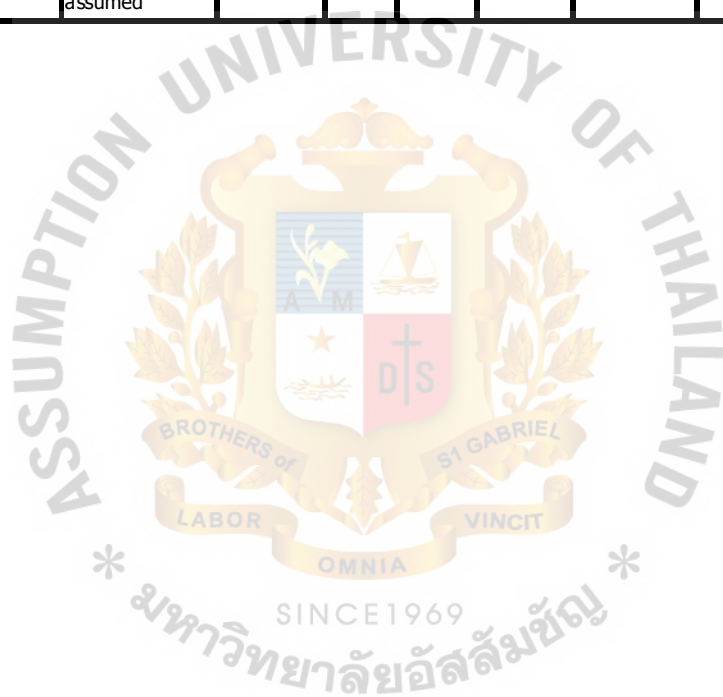
Table 5-38 Group Statistics for Hypothesis 14

Group Statistics				
	gender	N	Mean	Std. Deviation
Physical strength of massage provider	male	186	2.91	1.07
	female	214	2.79	1.03

Table 5-38 shows the average level of agreement toward “Physical strength of massage provider” by male as 2.91 and female as 2.79. Table 5-39 illustrates that “physical strength of massage provider” has significance value of 0.258, which is more than 0.05. Therefore, the null hypothesis failed to reject in this case. This means that difference among foreign tourists toward “physical strength of massage provider” in terms of gender is not significant.

Table 5-39 Independent Sample t-test for Hypothesis 14

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Physical strength of massage provider	Equal variances assumed	.252	.616	1.132	398	.258	.11888	.10504	-.08762	.32539
	Equal variances not assumed			1.129	385.684	.260	.11888	.10532	-.08820	.32596



CHAPTER VI

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter contains a summary of the study, conclusions of the research outcomes along with recommendations and the suggestions for further research.

6.1 Summary of Findings

6.1.1 Sample Profile of tourists to Pattaya for massage experience

Table 6-1 shows that the majority of foreign tourists was female. The foreign tourists were aged between 25-34. Employees were selected by most of the respondents as their occupation. Asians as the nationality were of the highest percentage among foreign tourists' respondents. A total of 50% of the respondents had massage experiences for more than 4 times and foot massage with 36.8% was counted as type of massage experience by most of the respondent in this study.

Table 6-1 Descriptive characteristics of participants in Pattaya for massage experience (N=400)

Demographic Characteristic	The majority group of respondents (%)
Age	25-34 (38.0%)
Gender	Female (53.5%)
Occupation	Employee (50.0%)
Nationality	Asian (31.0%)
Length of stay at Pattaya	2-4 nights (39.30%)
Purpose of travel	Holiday (53.00%)
Number of Massage experienced before	More than 4 times (50.0%)
Type of massage experienced	Foot massage (36.8%)
Main purpose of massage	Non-health massage (54.5%)
Particular gender requested	Same sex (33.8%)

Table 6-2 Massage experiences by foreign tourists in Pattaya level of agreement

Statement	strongly agree (%)	Agree (%)	neither agree or disagree (%)	Disagree (%)	strongly disagree (%)
Stereotypes of masseur/ masseuse					
"General look and appearance of the service provider is significant to my satisfaction."	21.0	40.0	24.0	9.5	5.5
"If attending by a massage companion or partner, touching by the opposite gender makes me feel nervous and unable to enjoy the massage."	9.8	20.8	45.8	19.3	4.5
"Interaction/communication with a service provider might feel anticipate with the superior service from someone with the same gender."	5.0	20.0	51.8	16.5	6.8
Body exposure					
"I feel no obligation to improve my appearance before a massage giver."	3.0	40.3	41.0	13.5	2.3
"I don't like others to look at my body."	12.8	34.5	43.3	6.8	2.8
Comfort with being touched					
"I don't like or am not enjoyed with the touch of a non familiar person."	12.3	24.0	40.5	17.5	5.5
"If the massage included body parts regarded as intimate, I would prefer a massage provider with the same gender as mine."	18.8	27.5	32.3	14.0	7.5
Massage giver's gender					
"Touch of the opposite gender leads to higher levels of enjoyment."	9.5	38.0	25.8	15.3	11.5
"I have no preference with respect of gender of the massage giver."	8.5	13.8	45.0	25.5	7.3
"If attending alone, a massage service provider's gender is crucial for my satisfaction of the massage experience."	11.3	43.3	36.8	3.0	5.8
Sexual tension during the massage					
"I consider massage as intimate experience."	11.3	51.3	30.8	6.0	0.8
"I feel sexual tension between myself and the service provider during the massage."	4.3	15.5	45.3	22.3	12.8
Professionalism and experience level of masseur/ masseuse					
"I want a professional employee who can take care of me."	44.3	38.8	12.3	3.5	1.3
"I weigh the experience level of the masseur (male massager) or masseuse (female massager)."	9.5	48.3	33.0	8.5	0.8
Physical strength of massage provider					
"When I feel strength is required, a masseur (male massager) is better."	4.0	24.8	34.5	25.3	11.5

Table 6-2 illustrates foreign tourists' massage experiences in Pattaya in the form of percentage. The respondents agreed to 'strongly agreed' to the following statements, "General look and appearance of the service provider is significant to my satisfaction." (61.0%), "I feel no obligation to improve my appearance before a massage giver." (43.3%), "I don't like others to look at my body." (47.3%), "If the massage included body parts regarded as intimate, I would prefer a massage provider with the same gender as mine." (46.3%), "Touch of the opposite gender leads to higher levels of enjoyment." (47.5%), "If attending alone, a massage service provider's gender is crucial for my satisfaction of the massage experience." (54.6%), "I consider massage as intimate experience." (62.6%), "I want a professional employee who can take care of me." (83.3%), "I weigh the experience level of the masseur (male massager) or masseuse (female massager)." (57.8%).

However, the respondents neither agree nor disagree to "If attending by a massage companion or partner, touching by the opposite gender makes me feel nervous and unable to enjoy the massage." (45.8%), "Interaction/communication with a service provider might feel anticipate with the superior service from someone with the same gender." (51.8%), "I don't like or am not enjoyed with the touch of a non familiar person.", "I have no preference with respect of gender of the massage giver." (40.5%), "I feel sexual tension between myself and the service provider during the massage." (45.3%), and they had disagreement to "When I feel strength is required, a masseur (male massager) is better." (36.8%).

6.1.2 Hypotheses testing results

Table 6.3 Summary of Hypotheses testing results

Hypothesis	Statistical Technique	Hypothesis testing result
Hypothesis 1		
The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'stereotypes of masseur/masseuse' is significant.	Independent Sample t-test	Reject null hypothesis/ Difference is significant
Hypothesis 2		
The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'body exposure' is significant.	Independent Sample t-test	Reject null hypothesis/ Difference is significant
Hypothesis 3		
The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'comfort with being touched' is significant.	Independent Sample t-test	Failed to reject null hypothesis
Hypothesis 4		
The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'massage giver's gender' is significant.	Independent Sample t-test	Reject null hypothesis/ Difference is significant
Hypothesis 5		
The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'sexual tension during the massage' is significant.	Independent Sample t-test	Reject null hypothesis/ Difference is significant
Hypothesis 6		
The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'professionalism and experience level of masseur/masseuse' is significant.	Independent Sample t-test	Failed to reject null hypothesis
Hypothesis 7		
The difference in massage experience for health and non-health reasons among foreign tourists with regard to 'physical strength of massage provider' is significant.	Independent Sample t-test	Reject null hypothesis/ Relationship is significant
Hypothesis 8		
The difference among foreign tourists with regard to 'stereotypes of masseur/masseuse' in terms of gender is significant.	Independent Sample t-test	Reject null hypothesis/ Difference is significant
Hypothesis 9		
The difference among foreign tourists with regard to 'body exposure' in terms of gender is significant.	Independent Sample t-test	Reject null hypothesis/ Relationship is significant
Hypothesis 10		
The difference among foreign tourists with regard to 'comfort with being touched' in terms of gender is significant.	Independent Sample t-test	Reject null hypothesis/ Difference is significant
Hypothesis 11		
The difference among foreign tourists with regard to 'massage giver's gender' in terms of gender is significant.	Independent Sample t-test	Reject null hypothesis/ Difference is significant
Hypothesis 12		

The difference among foreign tourists with regard to 'sexual tension during the massage' in terms of gender is significant.	Independent Sample t-test	Reject null hypothesis/ Difference is significant
Hypothesis 13		
The difference among foreign tourists with regard to 'professionalism and experience level of masseur/masseuse' in terms of gender is significant.	Independent Sample t-test	Failed to reject null hypothesis
Hypothesis 14		
The difference among foreign tourists with regard to 'physical strength of massage provider' in terms of gender is significant.	Independent Sample t-test	Failed to reject null hypothesis

6.2 Conclusions of the Research Study Based on the Objectives

In this section, the researcher wraps up the research findings to achieve the two objectives mentioned in Chapter I.

Objective 1: To examine and compare tourists experience of massage for health and non-health reasons in Pattaya.

According to Chapter V, hypotheses 1-7 tested the differences in massage experience toward purpose of massage among foreign tourist. There were five hypotheses that indicated the differences of massage experiences among tourists where the mean score of non-health items were more than items of health reason.

Table 6-4 shows the aspects of massage experiences were stereotypes of masseur/masseuse(a), body exposure(b), massage giver's gender(c), sexual tension during the massage(d), and physical strength of massage provider(e).

Objective 2: To investigate relationship between "gender" of tourists and their massage experiences in Pattaya.

The second objective used hypotheses 8-14 to test the differences among foreign tourists' gender and their massage experiences. The results demonstrated that there were five massage experiences that had the difference among foreign tourists' gender: stereotypes of masseur/masseuse, body exposure, comfort of being touched, massage giver's gender, and sexual tension during the massage that had the difference

among foreign tourists’ gender. In addition, **Table 6-5** illustrates the male respondents have higher mean score than female respondents in items of stereotypes of masseur/masseuse(1), massage giver’s gender(2), and sexual tension during the massage(3). For the body exposure(4) and comfort of being touched(5) the mean score of females was higher than the male respondents.

Table 6-4 Comparison of tourists massage experience in terms of purpose of massage

Comparison of tourists massage experience based on purpose	
Non-health	Health
(a) Female massager’s touch is more enjoyable, including the appearance and general look. Moreover, the services by the same gender (provider & customer) give the better assistance in massage experiences.	Gender of massager is not considered when having problem with body. There is no preference in gender since the purpose of health massage is to alleviate pain and ailment of the body.
(b) Men customers are not concerned with touch of body parts as the massage is for enjoyment. However, women do not like others looking at their body.	Body exposure is not taking into account when specific body (pain area) is needed to restore from a specific problem.
(c) Most men selected masseuse which could lead to higher levels of enjoyment.	Massage giver’s gender is not important since health massage is not taken for fun or enjoyment.
(d) Male massage provider might be rejected by male customers.	Sexual tension unlikely to occur when the respondents pay attention to their health problem only.
(e) Male massagers are stronger than female for certain types of massage	Male massagers are stronger in massage treatment more than female. However, when respondents is probably less considered on the strength when bodies are needed to treat.

Table 6-5 Comparison of tourists massage experience in terms of gender

Comparison of tourists massage experience based on gender	
Male	Female
(1) Female massage providers’ appearance is enjoyable than male. Male respondents probably need to share information with the same gender	Female respondents prefer to have masseuse, however, when massage is needed for health problem, masseur is found suitable for the use of strength.

(2) Female's touch is more enjoyable and lead to higher enjoyment.	Female would choose masseur for health reasons whereas masseuse for non-health reason in terms of the touch and body manipulation.
(3) There is a probability of a short playful sexual attraction to masseuse.	Generally, female do not initiate flirtation.
(4) Male customers are not concerned of their appearance before massage treatment.	Female want to look clean, good smell, make up for comfortable treatment during massage.
(5) Most of the male respondents selected masseuse rather than female respondents.	Female feel uncomfortable for being touched at some body parts by non-familiar persons.

6.3 Discussion of the results

Comparing to Poria's study (2008), the study found out that the respondents who went to massage for health considered their body as "treated" or "fixed"; therefore, there were no sexual tension, gender preferences, experiences level of masseur or masseuse, and the enjoyment during massage were not important.

In addition to this study, this study found similar results to Poria's study (2008); the respondents who went for health and non-health massage had both neither agreement or disagreement on comfort to be touched and the experience level of massage givers. The researcher found that when people want to have massage for any purpose, they have less consideration about the touch and the experience level of massage giver. Moreover, for the health massage, people had less opinion on image of masseur or masseuse, opened body, gender of massage giver, sexual connotation, as well as the strength of massage giver.

Poria (2008) explained that masseuse has pleasure and enjoyable touched. Thus, most male participants often prefers masseuse with no sexual tension. For

female participants, they had less free to select gender preferences since they decide massage giver's gender to comfort their appearance and marital status.

In contrast, this study found that male respondents had sexual tension, gender/ stereotypes of massage giver more than female respondents. Most male respondents were sensitive to the selection of masseuse since female had more pleasant touch than male massage givers. However, the female respondents were found that they preferred masseuse as they were more considered on body exposure and the touched by unknown person during massage.

6.4 Recommendations

Purpose of massage

According to the purpose of massage, foreign tourists who went massaging for the non health reason had more particular attitude toward massage experience than the respondents who went for the purpose of health reason. Non-health massage was for enjoyment and pleasure. Health massage purpose, this can be explained as that when people want to relieve stress, tension, or pain body and need a massage giver to manipulate to relieve that pain, thus, they have no favor for gender of massage giver, body exposure, touched by unknown masseur/masseuse, experience level and physical strength of massage giver. To the spa industry, purpose of massage should be taken into consideration when customers would like to have massage. Customers are required to explain their purpose either health or non-health reason so the spa operator can serve the right direction to their needs.

Gender

Gehart and Lyle (2001) noted that the “gender dynamics affect the therapy process and outcome”. Moreover, gender interaction between customer and the

service provider is also the main objective to consider in the nature of service encounters in today tourism's society (Westwood *et al.*, 2000). To the spa industry, both masseur and masseuse should try to meet the customer's requirements since customers are different in various ways such as nationalities, age, personal aspect, and personality, etc. However, the customers may want help from someone who has the same gender than the opposite one. The communication between female customer and masseuse is more easily to understand than sharing with masseur. Generally, there were no sense of obligation to men whereas women had a few obligations because of social norms and the fear of man's touch (Pritchard & Morgan, 2000). However, men sometimes want to talk with masseur for health massage regarding to their body pain.

6.5 Suggestions for further research

This study was not conducted during high season in Thailand (November-January). Foreign tourists who expect to visit Pattaya during the high season period are considered to have different opinions, beliefs, or ideas regarding to purpose of massage and the gender. Also, the researcher found that some foreign tourists wanted to be identified as gay or lesbian in the questionnaire since they claim that they had different orientation on massage experience issue.

Domestic tourist

This study was about foreign tourists only; the future research can apply to domestic tourists or Thai tourists to any popular tourist destination in Thailand. This can benefit to overall Thai tourism industry, by knowing the differentiation of needs and wants then achieve higher level of customer satisfaction.

Bangkok City

This study was only conducted in Pattaya which had foreign tourists' respondents. Therefore, the future research could be conducted in Bangkok to study between purpose of massage and gender issue as there are many massage parlours available here.

Nationalities

Nationalities of tourists are recommended for future study about massage experience. The future research can specifically target such as Europeans, Americans, Asians, Africans, markets interested in massage experience in Thailand.



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APPENDIX A
(QUESTIONNAIRE ENGLISH VERSION)





มหาวิทยาลัยอัสสัมชัญ
ASSUMPTION UNIVERSITY

Grad. 1210 / 2009

July 3, 2009

To Whom It May Concern

This letter is to introduce **Ms.Kornrat Kuankid** (ID.483-9609) tel.089-4433903. She is currently completing a Master of Business Administration in Tourism Management at the Graduate School of Business, Assumption University. As a part of the course requirements, our students are assigned to undertake research in various fields related to tourism studies.

Ms.Kornrat Kuankid has selected a topic which relates to your organization. The study will be used for academic purposes only. In order to get relevant information for the completion of this study/research, we would appreciate your kind assistance and kindly ask for your permission to collect data from different key informants within your organization.

If you need further information, please do not hesitate to contact me directly or our programme coordinator, Ms.Nattakan at 02-7191515 ext. 1310 or Fax. 02-7191521

Thank you for your attention.

Your faithfully,

Dr.Soonthorn Pibulcharoensit
Director
Office of Graduate Studies

ABAC, Ramkhamhaeng 24,
Huamark, Bangkok,
Bangkok 10240
Tel. 02-3004543 or 7191515 ext. 1360-61

QUESTIONNAIRE

This questionnaire is designed to obtain the information about “**A Study on Gender Differences based on Preferences and Perception of Tourists on the Massage Experience at Pattaya**”. It is a part of data collection for the Thesis in Master of Business Administration Program in Tourism Management, Assumption University. The information obtained will be used for study purpose only. Your personal data will not be uncovered to any third party. Thank you for your kind cooperation.

Sincerely yours,

Kornrat Kuankid (Ms.)

Please mark (✓) one that matches best with your opinion

Part I: General Information

1. Age

☐ 15 to 24 ☐ 25 to 34 ☐ 35 to 44 ☐ 45 to 54 ☐ 55 to 64 ☐ 65 and older

2. Gender

☐ Male ☐ Female

3. Occupation

☐ Student ☐ Business owner ☐ Employee ☐ Government Officer ☐ Retired

☐ Others (please specify) _____

4. Nationality

☐ African ☐ American ☐ Asian ☐ European ☐ Middle East ☐ Oceania

5. Length of your stay at Pattaya

☐ Day visit ☐ One (1) night ☐ 2-4 nights ☐ more than 5 nights

6. Purpose of Travel in Pattaya City

☐ Holiday ☐ Visiting friends and relatives ☐ Business ☐ Convention/Conference

7. How many massage you have experienced before?

☐ No, massage ☐ 1-4 ☐ More than 4

8. Types of massage experienced? (can tick (✓) more than one choice)

- ☐ Aromatherapy massage ☐ Traditional Thai massage
- ☐ Ayurvedic massage ☐ Foot Reflexology ☐ Facial massage
- ☐ Others (please specify)_____

9. Main purpose of the massage (please tick (✓) one choice only)

- ☐ Non-health (for fun/a sense of enjoyment/relaxation)
- ☐ Health (To alleviate pain or injury at the physician's direction)

10. Whether you requested for a particular gender?

- ☐ No particular gender ☐ Left the decision to service provider
- ☐ Yes, if yes whether it was? ☐ Same sex ☐ Other sex

Part II: Massage experience

(Please ✓ one that indicates your level of agreement on the following statements:
where 5 = strongly agree, 4 = agree, 3 = neither agree or disagree, 2 = disagree, 1 = strongly disagree)

Statement		5	4	3	2	1
Stereotypes of masseur/masseuse						
11	General look and appearance of the service provider is significant to my satisfaction.					
12	If attending by a massage companion or partner, touching by the opposite gender makes me feel nervous and unable to enjoy the massage.					
13	Interaction/communication with a service provider might feel anticipate with the superior service from someone with the same gender.					
Body exposure						

	Statement	5	4	3	2	1
14	I feel no obligation to improve my appearance before a massage giver.					
15	I don't like others to look at my body.					
Comfort with being touched						
16	I don't like or am not enjoyed with the touch of a non familiar person.					
17	If the massage included body parts regarded as intimate, I would prefer a massage provider with the same gender as mine.					
Massage giver's gender						
18	Touch of the opposite gender leads to higher levels of enjoyment.					
19	I have no preference with respect of gender of the massage giver.					
20	If attending alone, a massage service provider's gender is crucial for my satisfaction of the massage experience.					
Sexual tension during the massage						
21	I consider massage as intimate experience.					
22	I feel sexual tension between myself and the service provider during the massage.					
Professionalism and experience level of masseur/masseuse						
23	I want a professional employee who can take care of me.					

	Statement	5	4	3	2	1
24	I weigh the experience level of the masseur (male massager) or masseuse (female massager).					
Physical strength of massage provider						
25	When I feel strength is required, a masseur (male massager) is better.					

** Thank you for your cooperation **

