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**A STUDY OF RUSSIAN SPA-GOERS' SATISFACTION OF THAI SPA SERVICES IN
PATTAYA CITY**



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**A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Arts Program in Russian Studies
(Interdisciplinary Program)**

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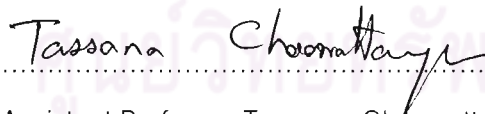
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วัตถุประสงค์ของการวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาความพึงพอใจของผู้ใช้บริการสปาชาวรัสเซียต่อสปาไทยและปัญหาของการบริการสปาไทยในเขตเทศบาลเมืองพัทยา ประชากรคือผู้ให้บริการสปาชาวรัสเซียที่เคยใช้บริการสปาไทยแบบเดย์ สปาวันและโรงแรมและรีสอร์ทสปาในเมืองพัทยา กลุ่มตัวอย่างแบบเฉพาะเจาะจง ของผู้ให้บริการสปาชาวรัสเซีย จำนวน 25 คน และสถานบริการสปาจำนวน 8 แห่ง เครื่องมือที่ใช้ในการเก็บรวบรวมข้อมูลคือแบบสอบถามสำหรับผู้ให้บริการสปาชาวรัสเซียและแบบสัมภาษณ์กึ่งโครงสร้างสำหรับผู้ประกอบการสปา

ผลการวิจัยพบว่า มีปัจจัยหลายอย่างที่มีผลต่อผู้ให้บริการสปาชาวรัสเซีย ในการเลือกที่จะไปใช้บริการสปาซึ่งโดยปกติจะคำนึงถึง สถานที่สวยงามและบรรยากาศดี อีกทั้งการเดินทางสะดวกที่จะไปใช้บริการ ประกอบกับการบริการที่หลากหลายในราคาที่เหมาะสม บริการที่ชื่นชอบมากที่สุด คือการนวดแผนไทย อาชีพที่มาใช้บริการมากที่สุดคือ เจ้าของธุรกิจและเจ้าหน้าที่ราชการ ที่มีรายได้เฉลี่ยมากกว่าเดือนละ 40,000 รูเบิล (อัตราแลกเปลี่ยน 1 รูเบิลเท่ากับ 1 บาท) ผู้ใช้บริการสปาชาวรัสเซีย ใช้บริการสปาประมาณเดือนละครั้งและสัปดาห์ละครั้งโดยส่วนใหญ่ใช้เวลาครั้งละ 1-2 ชั่วโมงในการใช้บริการ มีค่าใช้จ่ายในการใช้บริการแต่ละครั้งประมาณ 1,000 รูเบิล ข้อมูลการให้บริการสปาส่วนใหญ่ได้รับจากเพื่อน มากกว่าผ่านพับประชาสัมพันธ์ ด้านความพึงพอใจของผู้ใช้บริการสปาชาวรัสเซียทั้ง 3 หัวข้อ ที่ตั้งและบรรยากาศ ผู้ให้บริการและการประเมินผลแบบองค์รวมมีระดับความพึงพอใจอยู่ที่ระดับมาก การสัมภาษณ์แบบกึ่งโครงสร้างจากผู้ประกอบการสปาพบว่าบริการที่ชื่นชอบมากที่สุดสำหรับผู้ให้บริการสปาชาวรัสเซียคือบริการนวดแผนไทยและนวดน้ำมัน ผู้ใช้บริการชาวรัสเซียเดินทางมามากที่สุดกับบริษัทท่องเที่ยวและผู้ให้บริการชาวรัสเซียพอใจกับการซื้อบริการแบบครบวงจร(package) หากมาพักผ่อนเป็นเวลานาน ข้อจำกัดของผู้ใช้บริการสปาชาวรัสเซียและผู้ให้บริการสปาคือการสื่อสาร

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ลายมือชื่อนิติ.....

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The purpose of this research were to investigate the Russian spa-goers' satisfaction of Thai spa services, factors accompany following Russian spa-goers' satisfaction and the problems of Thai spa services in Pattaya city. The population were Russian spa-goers who used Thai spa services and day spas and hotel and resort spas in Pattaya City. The samples were 25 Russian spa-goers and eight Spa providers using the questionnaire and semi-structured interview for data collecting.

The results showed that there were many factors influencing Russian spa-goers choose to go to spa services usually concerned with beautiful location and good ambience, expediently to go, various services provided and reasonable price. The most favorite service was Thai massage. Most of Russian spa-goers' occupation was business owner and government servant. The most amount of income was more than 40,000 rubles a month. The habit of Russian spa-goers in using spa service was mostly once a month and once a week and mostly spending time is 1-2 hours with cost of service approximately 1000 rubles. The information of spa services mostly they got from friends than brochure. For the Russian spa-goers' satisfaction on 3 topics on location and ambience, therapists and holistic evaluation are highly satisfaction.

Findings from semi-structured interview reveal that the most favorite service for Russian spa-goers were Thai massage and oil massage. The Russian spa-goers most came with tour agencies which provided Russian guide. Moreover they also preferred to buy a spa package if they stayed for a long vacation. The difficulty between Russian spa-goers and spa providers was communication.



Field of Study : Russian studies
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CHAPTER I

INTRODUCTION

Statement of the Problem

In our world of non-stop communication, increasing career and family demands, economic uncertainty and escalating demands for time, finding ways to balance our "life load" can be challenging. The rates of disease and illness are high. According to the American Medical Association, stress is a factor in more than 75 percent of illnesses today. With so many things competing for our attention, it is difficult to find the time to care for ourselves. Spas offer a precious refuge from a frenzied pace. A time and place to relax and disconnect from the world as you recharge your mind, body and spirit. It is the opportunity to bring your physical, mental, emotional and spiritual selves back into alignment. In whatever amount of time you can afford, spas provide peace, relaxation and guidance to help create a healthier lifestyle. With many options available, today's spas offer unique experiences. De-stress with a weekend of hiking and lifestyle programs, take an hour to escape for a therapeutic massage, have a laser-facial to look and feel years younger or reserve a nutritional counseling session (ISPA. 2011: online).

The rapid growth and development of information technology has changed the world and with a fast-paced superhighway today's world, external demands are increasing. Communication networks tie people to global communities: television, commercial message, Internet, e-mail, Blackberry, voicemail and also a personal connection with work, family, children, household and own local communities. These increasing demands drive stress levels to the point that people need to take care of health. The first reason why people go to spas is to reduce and relieve stress and to relax. According to the World Health Organization report, by 2020 the top five diseases will be caused by the obvious leading factor of stress. Therefore, Spa is another way to decrease stress. (International Spa Association, 2010: online) Another important point, attention to self-health care is one of the important issues for most people because economic issues

and problems in daily life cause people stress. Consequently, business services relating to health care have received more attention. The use of natural therapy to restore balance in the body and to relieve from its stress is one way that many people use instead of treatment with medicines. (Wasamon Boonrung, 2007) Moreover, the integration between “health and tourism” has gained attention internationally. Recreation and physical fitness are the most important to relieve from stress in daily life. Spa and health facility business increase rapidly in many countries (Petcharat, 2007).

Thai Spa is unique with its traditional Thai massage especially Thai Spa for healthcare and Thai culture with unique tradition. The Thai government through the Tourism Authority of Thailand has declared Spa as the first tourism destination and first resource and it has reported that the potential of Thai Spa brings in more tourists and an increase in national income (The Ministry Industry of Thailand, 2004). Thai spa services deal with a variety of activities such as gentle massage to revitalize the body and mind including of facial massage, Thai massage, acupuncture, salt body scrub, body wrap, body masque, hydrotherapy, pedicure-manicure, and Yoga.

Destination spas are not just spas in a beautiful place. They are "health spas" that turning life around and lead a healthier lifestyle. Expect healthy spa cuisine, lots of exercise, stress management lectures, meditation, spa treatments, and outdoors activities are available at the destination spa. Kamalaya Koh Samui, Thailand's award-winning Wellness Sanctuary and Holistic Spa resort has wellness programs offering detox, yoga, stress and burnout, fitness and weight control. Nevertheless, for a more personalised wellness experience, there is team of international naturopaths can work to create own health program from extensive range of holistic medicine, spa and healing therapies. As the wellness-retreat has not been known for Russians for a long time, there are eight best wellness-retreats presented in Asia where customers of the beautiful and healthy lifestyle wish to go. On this list, three of them are situated in Thailand; Chiva-Som in Hua-Hin, Kamalaya at Samui, and Tao Garden Health Spa Resort in Chaing –Mai. (The Doctor Travel Magazine article, 2010)

The fast growing global wellness and health tourism industries, Russian wellness & spa tourism is still an emerging success parameter but moving in the right direction.

The Russian tourism will be successful only by implementing a local lifestyle through a sensitive combination of western business dynamic and planning and realization of the know-how. Russia has its own soul and special cultural setting, which should not be changed. A reproduction of European or American concepts will not be successful in Russia. Schletterer (2008) stated that Russia has already noticed the need for action as three important development currents are becoming apparent in the Russian wellness & spa industry. Firstly, the spa program should strengthen the national health situation by modernizing regional sanatoriums and health resorts. Secondly, it should upgrade of beauty salons with spa treatments. Lastly, there should be destination spas in the form of large and luxurious hotel spa areas and individual day spas. In Russia spas can only be planned and operated successfully base on the understanding to consider the spa a world of senses, to concentrate on the people using the spa and to highlight professionalism.

Recently, Thailand has focused on tourism development especially the international tourist market. The growth of this tourist market group has played an important role in economic and social development of the country, both in terms of revenue in the form of foreign currency and the contribution to employment. Income distribution goes to the population, service sector and also other sectors in various fields. Development of these markets must have an in-depth study of the attitudes and behaviors of foreign tourists who travel to Thailand in terms of expectations, satisfaction, and characteristics of tourists. The above information can be used to upgrade or develop Thai tourism to properly meet the needs of tourists. (CSN & Associates Co., Ltd., 2008). Moreover, it has been claimed that Thailand's medical and wellness sector can be promoted through the spa business. The country's spa industry has long been recognized all over the world for its uniqueness and now it is a crucial supporting factor of the national economy. In addition, Thai Spa business, which offers an array of facilities ranging from local herbs to spa products, has created jobs for local people as well as good revenues for Thailand. (Paiboon Pilan-owat, 2006). The final CSN & Associates Co., Ltd report on Russian tourist attitudes and behaviors states that of all the 400 Russian tourists who visited Thailand, most of them were 25-34 years old, equal to 43 percent. In addition, the activities they were interested in were related to health and spa. Therefore,

there were 43 percent of Russian spa-goers who come to use Thai spa services in Thailand (CSN & Associates Co., Ltd., 2008).

Thai wisdom is presented through traditional Thai massage, Thai herbs used for healing the body, promotion of Thai food, as well as the application of traditional Thai arts and culture combining to form a new business which emphasis on health care both for therapy and relaxation from the stress caused by working or living in a polluted environment. Spa business gives an opportunity to people for experiencing the peace and pleasure. Government by the Department of Tourism, Thailand declared Thai spa as the first of tourist attraction and leisure. Furthermore, Thai spa has the potential to attract tourists and increase enormous amount revenue for the country each year lead to the increasing number of Thai spa business.

Following the information above, the focus of this study is to study the attitudes and behavior of Russian spa-goers towards spa service to improve the quality of Thai spa services to meet the needs of Russian spa-goers.

Research Objectives

1. To investigate the Russian spa-goers' levels of satisfaction of Thai spa services.
2. To identify factors accompany following Russian spa-goers' satisfaction.
3. To study the problems of Thai spa services in Pattaya city as identified by spa-providers.

Research Questions

The research questions of objectives were as follow:

1. What are the factors which Russian spa-goers satisfy with Thai spa services?
2. What are the problems of Thai spa services in Pattaya city?

Scope of the Study

1. The populations were Russian spa-goers and spa providers in Thailand and used the purposive sampling to get the sample in Pattaya City. The samples were drawn by purposive sampling of eight spa providers; four spa providers were resort and hotel spas and the other four were day spas.
2. The dependent variables were satisfactions of Russian spa-goers and the problems of Thai spa providers.

Definition of Terms

1. Spas in this study referred to day spas and hotel and resort spas in Pattaya City.
2. Russian spa-goers were defined as Russian who used Thai spa services in Pattaya City.
3. Satisfaction meant positive feeling after using Thai spa-services.

Significances of the study

The results of this research would be used as follows:

1. Russian spa-goers' levels of satisfaction of Thai spa services in Pattaya City will be grounded as the information for further study.
2. The factors accompany following Russian spa-goers' satisfaction and the problems of Thai spa services in Pattaya City and provided information will be used for developing Thai spa services to meet the needs of Russian spa-goers.

คู่มือวิทยานิพนธ์
จุฬาลงกรณ์มหาวิทยาลัย

CHAPTER II

LITERATURE REVIEWS

This research aimed to investigate the Russian spa-goers' satisfaction of Thai spa services and the problems of Thai spa services in Pattaya City. The literature reviews are six related topics:

1. The meaning of spas and classification of spas,
2. The development of spas,
3. The situation of spa trends in Thailand,
4. The situation of spa trends in Russia,
5. The concept of satisfaction,
6. The related research on spa services.

The meaning of spas

Nakamol Pukkalanun (2008) referred to the meanings of spas in four aspects. The first meaning comes from Latin "Sanus Per Aquam", which means taking care of health by using water to release stress and create good health. The well known meaning of the spa as treatment and cure of the overall health, the natural methods are used mainly from water and other alternative medicines through five senses i.e. sight, taste, smell, sound, and touch, which balance the health, in term of mental and sprit. Spa deals with treatments to protect good health rather than curing ailments. It serves as a shield or a counter attack against upcoming health disorders. For the second meaning, spa is the name of a city in the southeast of the Belgium and German borders. This is a city where there is a fountain that has iron mineral. In 1326 a blacksmith of Collin le Loupe city heard that the fountain aforementioned had properties that could cure diseases and that fountain could cure his ailing symptoms effectively. Later that place was praised as a "health resort". Most people knew it as "Espa" which is a root of the word fountain. Now, this word in English as "SPA" which is used extensively means a resort for health (a health resort). For the third meaning, spa generally means a cure and a treatment of health

in a natural way that uses water and chosen medicine by using 5 science touches; for example sight , taste , smell , sound , and touch. These are the factors that build an equilibrium in the body, mind, spirit and temper. The fourth meaning, spa is a cure that emphasizes prevention of sickness more than healing.

The meanings above can be summarized that spa is the cure with water under the care of a doctor or an expert, including the place of relaxation for good health. The history of spa shows that it is a place where there is a natural fountain that can abate and heal the symptoms of sicknesses or diseases. Now, spa is the place that offers convenience and gives treatments for physical and mental health. Spa must use water for healing and give treatments by applying vitamins and natural minerals. Besides spa can heal wounds from sports, relax the tension, take care and cherish both physical beauty and temperament. Nowadays, spa has built its identity in terms of place and decoration and it shows respect to nature and the environment. Thailand is recognized as the first country that introduced the meaning of spas as a place for health and beauty treatment in service act from 1966-2004 with four updating editions by the Ministry of Public Health, which refers to spa business as health treatments by using water.

Kajornchat Marinwimon (2005) stated that spa or doing spa means cleaning, curing, healing, adjusting body and mind for restoring physical fitness with vary methods: massaging, hydrotherapy and electrotherapy. The objectives for using spa are for health, beauty, and treatment. From this meaning doing spa is not just only one methods but it is classified into many methods:

1. Acupressure is a way of treating diseases by applying pressure on specific points with the help of one's thumb, figure or jimmy (wooden or rubber stick).
2. Acupuncture, Acu mean a needle and Puncture means to pierce. Acupuncture means the art of treating diseases by piercing specific points in the body (Singh, K. 2010 : online).
3. Aerobics physical exercise to improve cardiorespiratory endurance. Aerobic movement is rhythmic and repetitive, engaging the large muscle groups in the arms and legs for at least twenty minutes at each session (White, Timothy P. et al, 1993).

4. Aqua stretching is a slower, relaxing form of exercise which stretching movements are made easier by the upward swell of the water. Moreover, Thermal water reduces muscle tone and thus makes the muscles altogether softer and able to stretch more and less painful to hold.
5. Autogenic training is a technique for reducing stress through mental exercises to produce physical relaxation. This technique is used with relieving from emotional stress, insomnia, control weight, and high blood pressure.
6. Ayurveda is a wholistic system of medicine from India that uses a constitutional model. It aims to provide guidance regarding food and lifestyle so that healthy people can stay healthy and folks with health challenges can improve their health.
7. Body conditioning is the exercise and practice to build the body up for either improved normal performance, as in physical therapy, or in preparation for sports performance.
8. Brush and tone is a removing of dead layers of skin and impurities whilst at the same time stimulating circulation. Brushing and toning is one of many exfoliating techniques used as a pretreatment for mud and seaweed body masks.
9. Colonic is an alternative medicine practice which involves flushing the colon with warm filtered water. The colonic removes a buildup of waste which supporters of the practice believe is harmful for digestive and general health.
10. Electrotherapy is a medical technique in which an electric current is used to perform a wide variety of tasks associated with pain, neurological disorders, muscle-related conditions, and drug delivery.
11. Fitness profile is an intensive program for weight controlling and shape lovers. It is about an aerobic fitness, body fat, back flexibility, bicep strength, body composition, systolic blood pressure, diastolic blood pressure, and resting heart rate.
12. Hydrotherapy is the use of water in the treatment of disease. Hydrothermal therapy additionally uses its temperature effects for examples as in hot baths, saunas and wraps. This method is very popular in Europe.

13. Power yoga means to introduce a new concept of yoga to the West which is a fitness-based yoga with a rapid movement, known as Vinyasa, is thought to develop both mind and body balance.
14. Swedish massage is a traditional European style with body oil massage and a variety of techniques specifically designed to relax muscles by applying pressure to them against deeper muscles and bones, and rubbing in the same direction as the flow of blood returning to the heart. The main purpose of Swedish massage is to increase the oxygen flow in the blood and release toxins from the muscles.
15. Weight training is a weight control program with exercising or repeating following amount of expecting weight to lose or remain weight for a balancing of metabolism and calories burn.

The classification of spas

The International Spa Association (ISPA) has classified spas into seven types as below:

1. Club spa is a fitness mainly providing exercise to a stronger body and services of massage, steaming and sauna, hot and cool Jacuzzis, yoga which offers a variety of professionally administered spa services on a day-use.
2. Cruise ship spa is a spa aboard a cruise ship providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices.
3. Day spa is a spa offering a variety of professionally administered spa services to clients on a day-use basis. Day spas offer many of the same services and procedures as cosmetic spas.
4. Destination spa is a facility with the main purpose of guiding individual spa-goers to develop healthy habits by providing a comprehensive program that includes spa services, physical fitness activities, wellness education, health cuisine and special interest programming.
5. Medical spa is a facility that operates under the full-time, on-site supervision of a licensed health care professional. The purpose is to provide comprehensive medical and wellness care in an environment that integrates

spa services, as well as traditional, complimentary and/or alternative therapies and treatments.

6. Mineral spring spa is a spa offering an on-site source of natural minerals, thermal or seawater used in hydrotherapy treatments.
7. Resort/ hotel spa is located within a resort or hotel providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices. In addition to the leisure guest, this is a great place for business travelers who wish to take advantage of the spa experience while being away from home. In many cases resort/hotel spas also act as day spas for local clientele and may offer special rates for people who live in the community.

Following the definitions of The International Spa Association (ISPA), SPA should have 10 important factors.

1. Water, can be applied in many ways both inside and outside the SPA, as the components in the service and decoration of the place.
2. Nourishment such as health food and herbal beverages.
3. Movements, exercise & fitness, the movements that give all advantages, build up the vigorous movement, enhance the energy such as exercise.
4. Touch and massage, which are important elements, massaging and touching that communicate all feelings, give warm feelings, and alleviate the pains.
5. Body, mind & spirit, health activities that are the integration of the body, the mind and the spirit with the environment.
6. Aesthetics, beauty preservation and the procedure that use natural products and herbs that affect the body.
7. Environment, including the good environment, the atmosphere that is appropriate, and decorations.
8. Art, culture & social condition, there are related to science and art that build the aesthetics and good impression, being relaxed and enjoying good social ambience.
9. Time, space, rhythms, taking time and rhythm of life to take care of health.
10. Management and operational system, administrating work in a systematic way.

The development of spas

The history of the cure with stream dates back to thousand years or during 2400 B.E. The ancient Indians created a cure body system by cleaning the body in a sacred stream. Many ancient civilizations worshipped water as great power of nature. The Egyptians and the Muslims used mineral water to cure the diseases. The Japanese, Chinese, Greeks, and Romans used warm bath to decrease exhaustion of the body and heal the wounds and mental depression. The Greeks were the first who discovered and believed in the association of strong physical health and happy mind. Thus, they built a center near the source of a hot fountain or mineral water for bathing to alleviate their aching muscles etc. About 500 years B.C, bathing was a way to cure and heal. This can be seen in the building of public baths such as The Roman Bath in England or Caloglu Hamami in the Republic of Turkey. The Roman Bath or Caloglu Hamami in the Republic of Turkey was luxuriously decorated; they were lit by natural lights that came through high roofs and surrounding glass walls. The people who wanted to use the Roman Bath would come into a dressing room which was called "Apodyterium". This room was decorated with cabinets and shelves for keeping personal belongings. The Roman did not go naked while taking a bath but they would wear soft cloths and slippers to protect their feet from the hot floor. Roman Bath took many hours, because it involved exercise and association. In some large baths there might be other corners for relaxation, such as a garden, a library, a restaurant, a bar, a store or even a cinema or a theater. In end of the Roman Empire, Roman Bath became less popular and the standards of health decreased. During the Middle Ages, the interest of people decreased with a new belief influenced by the barbarians to use fire or water. During the fifteenth, sixteenth and seventeenth centuries, some European doctors supported the use of water for curing and healing again. In 1697, Sir Jonh Floyer cured and healed by using the heat and cold water in the bath. In 1747 John Wesley published a book about the treatment by stream. A Bavarian priest, Sebastian Kniepp, discovered that the hot and the cold could stimulate the brain and nerve system. This was wildly accepted and became famous. Professor Winterwitz from Vienna conducted a scientific experiment to establish the foundation of the modern stream performed treatment. In the seventeenth century, spas became popular again and were used to cure sicknesses. Thus it continued to develop until the eighteenth century,

but the difference happened when Europeans considered that it was normal for opposite sexes to take a bath together. In the nineteenth century spas were developed carefully. Moreover, service sectors were improved to the professional standard level. People began to consider healing by bath and drinking clean water. Spas were very successful and quickly developed and finally Spas were expanded to include many kinds of services; for example a restaurant, a Casino and other entertainment such as a concert. This attracted the attention of members of the royal family and aristocrats or the upper class in Europe. Nowadays the word "spa" is known widely in a new direction, which mainly emphasizes physical cure (treatments) or what is related to massaging, the water treatment and beauty preservation.

All the reasons above change the objective of spas as the treatment area for maintain health to a recreational area for relaxation. Spas still keep the concept that it is a good health center, which is called a "health farm".

The situation of spa trends in Thailand

Spas in Thailand have been growing rapidly due to their remarkable high qualities and professional standards. Spa business managements are improving and developing standardized spa systems accredited by the Royal Thai Government. The Ministry of Public Health strictly concentrates on the regulations of the spa standardized businesses, spa therapists, and spa managers. Spa managers at this time have to pass the spa manager standard test and must be registered by the Medical Registration Division, Ministry of Public Health, which are the major organizations assigned to upgrade Thai spas to meet the international standard spa services. The exceptional skills of Thai people in applying alternative treatments for health security have been acknowledged by customers anywhere around the world. There are many kinds of spa services which are very popular for customers, such as Thai traditional massage, aromatherapy, Ayurveda, reflexology, and others. Massages in the destination spas or resort spas are more popular than unofficial massage. Moreover, day spas and hotel and resort spas are highly growing. Most hotels undergo expansions and renovations to establish better ambience and upgrade the quality of their spa services since spas have been an outstanding service arena. A study of the market survey database of the tourist behaviors project of The

Tourism Authority of Thailand has stated the overall prospective of spa businesses in Thailand, which are all clustered in the health businesses. The Royal Thai Government currently promotes and supports the project parallel with The National Economic and Social Development Planning by setting a goal to make Thailand the wellness capital of Asia at the end of 2008. The approximate number of spa proprietors for health treatments in Thailand are 971, 363 are in the Bangkok metropolitan area, 219 spas in the south, 68 in the north, 58 in the east, 51 in the central area, and 32 in the northeastern part of Thailand. Moreover, spa businesses do not only generate income directly to the people in Thailand but also export goods and services from Thai spas to overseas (Ministry of Industry Thailand: online).

The Office of Health Business Promotion, Department of Health Service Support, developed a handbook on “Criteria for Quality Certification of Health Spas” to be used as a tool for developing, inspecting, evaluating, and certifying health spas, with the aim of achieving the higher international standards, as stipulated in the Ministry of Public Health Announcement on defining health and beauty service enterprises, standards for services, service providers, and principles and methods for inspecting and certifying standards for health and beauty service enterprises according to the Service Enterprises Act, B.E. 2509 (A.D. 1966), amended in B.E. 2551 (A.D. 2008). Criteria for Quality Certification of Health Spas consist of five quality standards as follows: service quality, skill staff, tool and equipment, organization and management quality, and ambience.

(Office of Health Business Promotion Department of Health Service Support Ministry of Public Health, 2008: online)

Standard 1: Service Quality is to inspect/evaluate the quality and service coverage, including activities provided in health spas according to the technical knowledge and customers’ satisfaction

1.1 Provision of health spa services

1.1.1 Hydrotherapy treatments: body bath (warm, hot, and cool), Vichy shower, Jet shower or Scotch hose, Swiss shower, foot bath (warm, hot, and cool), isolation tank or flotation, Watsu, underwater pressure massage, Thalassotherapy, and water exercise.

1.1.2 Massages: Thai Traditional, Shiatsu, Ayurvedic, Spot-Compress, Tui Na, aromatherapy, Swedish, Lymphatic drainage, Turgish, sports, and relaxing massages

1.1.3 Steam, sauna, and herbal steam

1.1.4 Hot compress massage which are cool compress massage, and herbal compress massage.

1.1.5 Body treatments are comprised of cleansing, toning, exfoliation, mask, and wrap.

1.1.6 Facial treatments which are consisted of cleansing, toning, moisturizing, exfoliation, mask, and massage.

1.1.7 Health spa refreshments provided with counseling and recommendations

1.1.8 Exercise Classes such as Yoga, Chi Kong, etc.

1.1.9 Various kinds of Meditation

1.1.10 Detoxification

1.1.11 Other health services

1.2 Provision of health spa menus with clear definition, types of services, schedule, and prices

1.3 Provision of each service with the single standard

1.4 Provision of clear steps for all services stated in menus

1.5 Provision of a security system for the customers

1.6 Evaluation of customers' satisfaction for continuously improving health spa services

1.7 Setting up a reservation system

1.8 Providing services according to the customer's needs

1.9 Providing counseling and information for the customers

Standard 2: Skill Staff is to assess the capacity of working staff regarding their qualifications for providing customers with good experience and impressive services.

2.1 Apart from the qualifications prescribed in the Ministerial Announcement of MoPH, health spa operators must possess the following qualifications:

2.1.1 Having good proficiency communication in Thai language and good at one foreign language communication

2.1.2 Having leadership ability and responsibility to behave equally towards staffs for providing customers with quality services and satisfaction

2.1.3 Providing customers with close interaction and willing to receive any recommendations regarding services and facilities

2.1.4 Having ability to create marketing for spa services both at national and international levels

2.1.5 Organizing training programs for building up staffs' capacity to provide efficient services

2.1.6 Having ability to effectively plan all activities in health spas

2.1.7 Having ability to set impressive ambience to impress all customers

2.1.8 Having ability to coordinate and collaborate with other units

2.2 Service providers must possess the following qualifications:

2.2.1 Passing specific training programs with the higher score than the standard criteria of MOPH requirement

2.2.2 Having good proficiency communication in Thai language and good at one foreign language communication

2.2.3 Satisfying the customers with services and treatments

2.2.4 Providing services with hospitality, politeness, and concern

2.2.5 Having ability to maintain equipment and spa products in treatment rooms to be clean, tidy, and proper for using

2.2.6 Supporting other units

2.2.7 Passing attended training programs both internal and external spa operators

2.3 Spa Receptionists/Guest Relations Officers must possess the following qualifications:

2.3.1 Being at least high vocational level

2.3.2 Having good proficiency communication in Thai language and good at one foreign language communication

2.3.3 Having ability to provide all services for all customers with hospitality, politeness, and impression

2.3.4 Supporting other units

2.3.5 Having ability to inform all related information

2.3.6 Having ability to solve problems in emergency situations

Standard 3: Tool and Equipment is to enforce health spa operators for providing fully quality of tools and equipment for the customers

3.1 Spa products must not be inaccurate or exaggerated advertisement, leading to misunderstanding on such products.

3.2 Spa products must be certified by Food and Drug Administration or stipulated in legislation; for products imported from abroad, they must receive Certificate of Manufacturer or Certificate of Free Sale.

3.3 Spa products must pass quality control process and provide detailed information with certification documents from abroad.

3.4 Spa products should have high quality and guarantee customers or purchasers with product liability in case such products will be damage to customers or purchasers.

3.5 Spa products must have clear and correct labels stipulated in legislations, including an expired dates by using computerized or manual systems.

3.6 Spa products must have a system for reserved products by using computerized or manual systems.

3.7 Spa products must be packed correctly and appropriately, including setting suitable environments for maintaining quality of products.

3.8 Keeping all equipment and supplies in correct conditions according to the standards, safety, and be proper for using; having staff for providing information.

3.9 Having special equipment such as sauna, swimming pool, and exercise equipment, etc.

3.10 Regularly testing the standard of tools and equipment

Standard 4: Organization & Management Quality is to raise awareness of the importance of efficient management systems and encourage the continuous development of health spa operators.

4.1 Clarifying roles and responsibilities of working staff

4.2 Having clear line of command

4.3 Setting employment and remuneration systems

4.4 Having standard of training programs

4.5 Regularly conducting the evaluation of staff performance

4.6 Having human resources development system

4.7 Developing clear operational manuals

4.8 Creating clear marketing plans

4.9 Setting standard of waste materials

4.10 Working with morality and virtue for operating spa business

Standard 5: Ambience is to impress customers with the spas' ambience and ensure customers to receive health spa services through all five senses: sight, hearing, taste, smell, and touch.

5.1 Ambience

- 5.1.1 Thai style furnished and natural atmosphere
- 5.1.2 Reception areas must be clear delineated from other units for avoiding distractions to those receivers
- 5.1.3 Suitable environment, well-ventilated atmosphere, without contamination
- 5.1.4 Convenience for access to all services
- 5.1.5 Having flow chart of all units in health spas
- 5.1.6 Cleanness location, good and regular maintenance system
- 5.1.7 Appropriate and adequate lighting systems
- 5.1.8 Appropriate use of music for relaxation
- 5.1.9 Having safety and warning systems

5.2 Equipment and facilities

- 5.2.1 Having safety boxes and lockers for keeping customers' asset
- 5.2.2 Having certified equipment and manuals for providing spa services
- 5.2.3 Providing relaxation areas
- 5.2.4 Having a healthy restaurant for providing health refreshments
- 5.2.5 Setting reading areas
- 5.2.6 Setting consultation areas
- 5.2.7 Setting meditation areas

The situation of spa trends in Russia

Better economic circumstance led Russians to begin to be interested in health and beauty. Spa businesses are popular for Russian especially in the capital city as Moscow. Spa businesses usually provide customers a health massage. Nowadays, Russia invited specialists on massage from Wat-Po to train therapists and in some spa services have Thai massage Therapists to service for Russian Customers, but there are not as much.

Nevertheless, some fitness centers also provide spa services for customers. Therefore, spa businesses have expanded widely (Jeerasak, 2008: 42).

According to spa report (2007) the National guild of experts of spa industry had been creating in 2004. Spa business in Russia was just doing its first steps. Spas were appearing in the name of saloons, cosmetics services and treatments, but it was no unity and it was no industry. Some owners of the Russian spas that have been at the Western spas were trying to borrow ideas from overcome colleagues but these attempts rarely have a success. Therefore instead of borrowing or following the very fast growing of spa business in the USA, Russian spas also learnt from the mistakes and misunderstood experiences and also were developing their own technologies. There were appearing standards of industry, developed in 2005 classification of the Russian spa object to the one or another category. Moreover National guild committees of the market were working on the other standards and demands to satisfy Russian spas: what is the spa care and the spa treatment, how much towels to give to the customers, demands to the quality of linen etc. One of the main problems what met the owners of Russian spas were lack of the qualified employees.

The developments of each types of spa in Russian were as follow. Most dynamic type turned out the day spa. The classic day spa needed big budget for cooperate performances, PR and a straight advertisement. It was almost considered that in day spa (comparative with other types of spas) it was most hard to sell services to the final customer. Nevertheless the day spa were developing, almost this type of spa services were actively advancing by fitness clubs. The medical spa was developing not as successful as they might. A lot of sanatoriums of a "soviet type" called themselves medical spas and offer the high quality services of the therapists, balneologists etc. the countryside spas and spa hotels investors valued as a perspectives. Spa services were as addictive services which were a part of internal class hotel already. It needed to have the development of care menus (especially in the family type of the hotels, where it needed to have a special program for men and kids) and the qualified employers and the delicate design of the rooms. The spas of natural sources were developing at Russia very slow. Such projects needed a big financials and compensate for a long time. It were opened a few spas in Kislovodsk. The unique natural resources of Russia would be interesting for

investors in the future and the concept of “health by the nature” was very popular in Russia also.

The trends of development of the spa industry were the demand of the qualified employee would grow, prices of treatments would be changing (Nowadays, the middle cost of the treatment in the USA was 75\$, in Europe was 70 euro, in Russia started from 100\$. The reasons were understandable: cost of the rent, big fond of the salary. There were only high price and luxury services, the middle price category did not exist. It was a reason to consider for the middle class with adequate prices.), the spa tourism would developed actively, there were appearing the sites with ordering the spa tour online, spa for animals began, spa for men also needed.

The concepts of satisfaction

Pizam, Neuman, and Rachel (1978) stated that it is important to measure consumer’s satisfaction with each attribute of the destination because consumer’s dissatisfaction and satisfaction with each attribute leads to dissatisfaction and satisfaction with the overall destination. This study empirically identified eight factors of tourist satisfaction: beach opportunities, cost, hospitality, eating and drinking facilities, accommodation facilities, environment, and an extent of commercialization.

MacKay and Cromton (1990) defined satisfaction by focusing on the psychological outcome which emerges from experiencing the service.

LeBlanc (1992) stated that to understand customer satisfaction is significant because it will lead to know their perception and buying behavior. Moreover, analyzing perceptions about service quality with respect to different customer segments can help hoteliers to develop and formulate marketing strategies to meet the needs of each specific segment more effectively.

Oliver (1997) defined satisfaction as a judgment of a product or service features or the product or service itself provides a pleasurable level of consumption-related fulfillment.

Rust, Zahorik, and Keininghan (1993) described the relative importance of each attribute to overall impression should be investigated because satisfaction and dissatisfaction can be the result of evaluating various positive and negative experiences.

Kozak and Rimmington (2000) identified that tourist satisfaction is significant to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return.

Arnold E, Price L, and Zinkhan G (2002) explained meanings of satisfaction in three aspects. First, consumers can make satisfaction judgments with respect to any or all of the aspects or stages of product and service experience and each becomes a potential point of differentiation for a market offering. Second, satisfaction focuses on varieties of fulfillment for example consumers feel fulfilled or satisfied with the removal of a negative state or consumers feel overfulfillment and satisfaction with a product or service experiences that provides unexpected pleasure. Finally, consumers can experience satisfaction when a product or service experience gives greater pleasure than expected in a given situation even though it does not exactly fill them up. Third, satisfaction is an internal state which must emphasize the meanings that operate in the customers' field of awareness. Finally, satisfaction is social. Marketers need to be omniscient about how individual judgments express a broader system of cultural values, meanings, beliefs, emotions, group relationships, and conflicts.

Millan and Esteban (2004) developed a multiple-item scale for measuring satisfaction in travel agency services. The objective of the study was to analyze the factors which determine client satisfaction and evaluate their dimensionality. They ended up with six dimensions: namely, service encounters empathy, reliability, service environment, efficiency of advice and additional attributes.

UNWTO (2004) stated that sustainable tourism should maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices among them.

Poon and Law (2005) examined the factors that measure different satisfaction levels between the Asia and Western travelers during their stay in hotels in Malaysia. A

questionnaire with a five-point Likert scale was applied to measure the satisfaction. They identified the factors, namely, hospitality, accommodation, food and beverages, recreation and entertainment, supplementary services, security and safety, innovation and value-added services, transportation, location, appearance, pricing and payment.

Smith (2007) stated that customer satisfaction measures are critical to any product or service company because customer satisfaction is a strong predictor of customer loyalty and repurchase. To understand customer satisfaction is important because it will lead to know their perception and buying behavior Leblanc (1992) stated that analyzing perceptions about service quality with respect to different customer segments can help hoteliers to develop and formulate marketing strategies to meet the needs of each specific segment more effectively.

Narayan, Rajendran and L. Prakash Sai (2008) described ten factors used to measure and effected to the satisfaction consisted of core-tourism experience, information, hospitality, fairness of price, hygiene, amenities, value of money, logistics, food, and security.

Solomon M. (2009) stated consumer satisfaction and dissatisfaction is the overall attitude a person has about a product after it has been purchased

Watson Jr. (2011) mentioned that aside from IBM employees, no one was more important to him than the company's customers, and nothing was more important than pleasing them. He understood that customer satisfaction lied at the centre of his business success.

According to World Health Organization workbook 6 identified clients satisfaction evaluations can address the reliability of service, or the assurance that services are provided in a consistent and dependable manner, the responsiveness of services or the willingness of providers to meet clients/ customer needs, the courtesy of providers and the security of services, including the security of records. Moreover, client satisfaction occupies an intermediate step in establishment of a healthy culture for evaluation within a program or setting. It often follows process evaluation and cost analysis and precedes outcome and economic evaluations. Therefore, measures of client satisfaction lie between process and outcome measures. Then the concern is with extent

to which clients are satisfied with the context, processes, and perhaps the costs of a treatment service or network, the relevant measures of satisfaction can be viewed as process measures. However, when the concern is with the extent to which clients view the program as having been helpful in resolving their problems, client satisfaction becomes a proxy outcome measure. Referred to Lebour, 1993 and Sheppard, 1993, client satisfaction ratings have been criticized as indicators of the quality of human services because they reflect unrealistic expectations. While this criticism may be valid in some instance, research with clients of mental health services suggests that they can effectively discriminate between services that are different in quality.

The concept could be applied to this study that customers' satisfaction is a positive feelings with the quality of spa providers after customers used a service.

The related research on Spa services

Wasamon Boonrung (2007) studied the demand for Spa services in Bangkok Metropolis. The research aimed to investigate a reflection of behavior changes with spa services in addition to actual changes in the demand for spa services. The sample population of 400 was collected for the purpose of investigation. The research found that the majority of spa users are females between the age of thirty-one and forty, who are employed by private companies and have a moderate income. The spa services are used on weekends between 13.00 and 18.00 hours. The expense was no more than 1,000 baht per session. Most spa users would use traditional Thai massage for relaxation. The test of the relationship of factors influencing the demand for spa services indicates that gender is correlated with the time and frequency of the use of spa services. Age is correlated with types of spa services, as well as with opting for supplementary services. An educational level is correlated with the marketing mix, namely, employees providing the services, atmosphere, marketing promotions and channels of receiving information. Occupation is correlated with clients' decision to use spa services and spa using objectives. The level of clients' income is correlated with the use of supplementary spa services. Variations in service fees are correlated with the frequency with which spa services are used. Reductions in service fees are correlated with the types of services provided in spas. Clients' tastes are correlated with the supplementary services offered in spas.

Nakamol Pukkalanun (2008) studied the relationship between customer equity and tourist customers' behavioral intentions of Thai spa services in Bangkok. The research investigates tourist customers' behavioral intentions of Thai spa services in Bangkok. This aim is supported by the following objectives: 1. To show their tourist customers' behavioral intentions of Thai SPA are dependent on demographic characteristics. 2. To show their tourist customers' behavioral intentions of Thai spa are correlated with brand equity, relationship equity and value equity. This study made a survey of the tourist customers who came to use Thai spa providers in Bangkok and the number of returned questionnaires was 400 and the data was analyzed by frequency, percentage, mean method, T-test, ANOVA and Pearson Product Moment Correlation Coefficient. The result of the preliminary study indicated that gender, education, occupation, and income influenced spa customers' behavioral intentions, except age. The tourist customers were concerned with service quality at the most but they are the least concerned with the price.

Conclusion

According the information above, spa is a place for relaxing and relief from stress and also spa is a treatment with the natural methods used especially from water and other alternative medicines through five senses: sight, taste, smell, sound, and touch. The uniqueness and variety of Thai spas for instant aroma scent of Thai herbs and traditional Thai massage were the advantages which made Thai spas were famous to the world. The Office of Health Business Promotion, Department of Health Service Support identified the criteria for quality certification of health spa with the aim of to make Thai spas achieved the higher international standards. The standards were service quality, skill staff, tool and equipment, organization and management quality and ambience. All these factors could be developed and used with the questionnaire and the semi-structures interview. Nevertheless, the information about the Russian spa industry also showed the trends of Russian spa in the future which was another way to develop and prepare Thai spas to support a great number of Russian spa-goers who come to visit Thailand in the future. Finally, the satisfaction was significant because it lead to know customer perception and buying behavior. This study used the concept of satisfaction as the Russian spa-goers feeling after having the treatment.

CHAPTER III

METHODOLOGY

A study of Russian spa-goers' satisfaction of Thai spa providers in Pattaya City was the quantitative and qualitative research aiming to examine the Thai spa providers for Russian spa-goers in Pattaya City and to investigate the satisfaction of Russian spa-goers in choosing Thai spa services and also to study the problems of Thai spa providers from Russian spa-goers.

Population and sample

Population

There were 556 hotels and 86 resorts (Pattaya Information Center, 2010: online) and 215,642 Russian tourists in 2009 (Pattaya Information Center, 2009: online). The populations in this research were Russian spa-goers who used Thai spa services and Day spas and hotels and resorts spas in Pattaya City.

Sample

There were two sample groups. The first group was drawn by purposive sampling: 25 Russian spa-goers who used Thai spa services in Pattaya City. The second group was drawn by purposive sampling of eight spa providers in Pattaya City; four spa providers were Resort/Hotel spas: Ravindra beach resort and spa, Jin spa at Garden Cliff resort and spa, Zphora spa at The Zign hotel and Avarin Spa at A-ONE The Royal Cruise Hotel and the other four were Day spas: Mana Mana Spa, Baan Thai Spa, Spa Silavadee, and 7 KPACOK.

Research Instrument

This research instrument comprises of questionnaires of Russian spa-goers' satisfaction of Thai spa service and semi-structured interviews for spa providers in Pattaya City.

Questionnaire design

1. Studied spa theories and concepts of spas including Thai spas and Russia spas from researches, books, magazines, and websites.
2. The questionnaire was designed, conducted and developed was relevant to the objectives of the study following the questionnaire from Nakamol's thesis (2008) on the study of relationship between customer equality and tourist customers behavioral intentions of Thai spa service in Bangkok, Petcharat's thesis (2007) on Thai and foreign tourists' satisfaction concerning health tourism in Bangkok Metropolis, Sasitorn and Neddao's thesis (2007) on guidelines for natural hot spring tourism development in Chiang-rai province and Parndounnate's thesis (2007) on home spa delivery: a new paradigm of day spa. The questionnaire was divided into three parts. Part one was related to demographic which was the personal data consisted of six items: age, gender, status, occupation and income. Part two was related to service use information composed of eight items: types of spa, factors choosing to use spa, favorite services, frequency of using spa, spending time on spa, expense on spa at a time, a person accompany with and service information getting. Part three was related to satisfaction on service consisted of fourteen items: good ambience, private and peaceful, clean, tidy and beautiful, sense of safety, warm welcome, relaxing music, Thai uniqueness, well trained specialist, gently care with service mind, spiritual Thai traditional dress, courteously and clearly suggest on service, effectively communicate in Russian, stress relief, reasonable price, and quality treatment with 3 point rating scales used to measure levels of satisfaction.

Figure 1. Levels of satisfaction

| |
|--------------------------|
| 3 = highly satisfied |
| 2 = moderately satisfied |
| 1 = lowly satisfied |

3. Validated the content validity of questionnaire by 3 specialists.

4. Improved the questionnaire following specialists' suggestions for example deleting the education items: lower than secondary school, changing the range of income, deleting the frequency of Russian spa-goers' time going to spas: 3-5 times a week, adding more Russian spa-goers information getting: tour agencies and adding more the items of quality treatment on holistic evaluation.

5. Tried out the questionnaire at Nonnatee resort and spa, Bang-pai district. The result of the trying out at Nonnatee resort and spa found that questionnaire should be improved and adapted before using at Pattaya City by changing the currency from baht to rubles and also deleting the part of products: good sight, healthy taste, aroma scent, and purify and clean.

6. Translated questionnaire from English into Russian and be approved by Russian professor (see appendix).

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Figure 2. Example of questionnaire in English

Part I Personal Information

Please mark into the box in front of the answer you choose

1. Age

15-24 25-59 60 up

2. Gender

Male Female

3. Education

Secondary School Diploma Degree

Bachelor Degree Higher than Bachelor Degree

Figure 3. Example of questionnaire in Russian

АНКЕТА ДЛЯ ПОСЕТИТЕЛЕЙ СПА

Часть I Личная информация

1. Возраст

15-24 25-59 60 до

2. Пол

Муж Женский

3. Образование

Средняя школа Диплом

Бакалавра Аспирантура

Semi-structured interview design

1. Studied spa theories and concepts of Thai spa service business from researches, books, magazines, and websites.
2. The semi-structured interview was conducted and developed with relevant to the objectives of the study following the structured interview from Wilasinee's thesis (2005) on spas operating and spa businesses' problems in Meung district, Udornthani.
3. Validated the content validity of semi-structured interview form by 3 specialists.
4. Tried out the questionnaire at Nonnatee resort and spa, Bang-pai district, Nonthaburi.

Data Collection

Quantitative data were collected by using the Russian spa-goers' satisfaction questionnaire. The researcher asked for the permission from spa providers who had an interview with and distributed questionnaires to Russian spa-goers each spa 20 copies.

Qualitative data were gathered by interviewing with spa providers in Pattaya City. The interview took approximately 45-60 minutes with voice recorder. Firstly, prepared of hotel information in Pattaya City by searching by classification of hotels on the website and found out which hotel and resort provided spa services then called to make an appointment for an interview with spa managers. Afterwards, did the timetable to book the schedule where to go each day. There were eight spas as follow: Ravindra beach resort and spa, Jin spa at Garden Cliff resort and spa, Zphora spa at The Zign hotel, Avarin Spa at A-ONE The Royal Cruise Hotel, Mana Mana Spa, Baan Thai Spa, Spa Silavadee, and 7 KPACOK.

Figure 4. Example of semi-structured interview

Part 2 The Thai spa providers problems

Location and ambience

1. How to create the ambience to attract customers?
.....
2. What are the problems with this location?
.....
3. How do you solve the problems?
.....

Therapists

1. How to manage staffs with appropriate job?
.....
2. What staffs' characteristics satisfy customers?
.....
3. How do you solve the problems?
.....

Data Analysis

Quantitative data was analyzed by using SPSS for analyzing the descriptive statistic: percentage, mean (\bar{x}), and standard deviation (SD) of Russian spa goers' levels of satisfaction.

Qualitative data was analyzed by using semi-structured interview summarize table.

Figure 5. Semi-structured interview summarize table

| Spa services | Favorite service | Location and ambience | Therapists | Products and services | Price | Promotion | Problems and solutions |
|--|------------------|-----------------------|------------|-----------------------|-------|-----------|------------------------|
| Ravindra Beach and Resort Spa | | | | | | | |
| Jin Spa at Garden Cliff resort and Spa | | | | | | | |
| Avarin Spa at A-ONE The Royal Cruise Hotel | | | | | | | |
| Zphora spa at The Zign hotel, | | | | | | | |
| Mana Mana Spa | | | | | | | |
| Bann Thai spa | | | | | | | |
| Spa Silavadee | | | | | | | |
| 7KPACOK | | | | | | | |

CHAPTER IV

DATA ANALYSIS

A study of Russian spa goers' satisfaction of Thai spa services in Pattaya City aimed to investigate Russian spa goers' satisfaction of Thai spa services, factors accompany following Russian spa-goers' satisfaction and the problems of Thai spa services in Pattaya City as identified by spa-providers. The populations were Russian spa-goers who used Thai spa services and spa providers in Pattaya City. The samples were divided into two groups and were drawn by purposive sampling. The first group was 25 Russian spa-goers who received Thai spa services in Pattaya City. The second group was eight spa providers including with four day spas and four hotel and resort spas. The quantitative data was collected by questionnaire from Russian spa-goers and the qualitative data was collected by semi-structured interview from spa providers.

The results presented in two parts as follows. The first part was the results from Russian spa goers' satisfaction questionnaire. The second part was the results from spa providers' semi-structured interview.

Part 1 Russian spa-goers' satisfaction of Thai spa services

This part was a quantitative data of Russian spa-goes including general information of Russian spa-goers, service use information and satisfaction on service were shown from Table 1 to Table 18.

General information of Russian spa goers

Table 1 Number and percentage of Russian spa-goers classified by age

| Age | Number | Percentage |
|-----------------|--------|------------|
| 15-24 years old | 3 | 12 |
| 25-59 years old | 22 | 88 |
| Total | 25 | 100 |

Table 1 was shown that the majority of Russian spa-goers (88%) were adults aged 25-59 years old, and 12% were young people aged 15-24 years old.

Table 2 Number and percentage of Russian spa-goers classified by gender

| Gender | Number | Percentage |
|--------|--------|------------|
| Male | 13 | 52 |
| Female | 12 | 48 |
| Total | 25 | 100 |

Table 2 was shown that there were a little more male Russian spa-goers (52%) than female (48%).

Table 3 Number and percentage of Russian spa-goers classified by education

| Education | Number | Percentage |
|-----------------------------|--------|------------|
| Secondary school | 1 | 4 |
| Diploma | 20 | 80 |
| Bachelor degree | 3 | 12 |
| Higher than bachelor degree | 1 | 4 |
| Total | 25 | 100 |

Table 3 was shown that most of Russian spa-goers (80%) graduated diploma, 12% graduated bachelor degree and 4% equally graduated equally between secondary school and higher than bachelor degree.

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Table 4 Number and percentage of Russian spa-goers classified by marital status

| Status | Number | Percentage |
|----------|--------|------------|
| Single | 11 | 44 |
| Married | 12 | 48 |
| Divorced | 2 | 8 |
| Total | 25 | 100 |

Table 4 was shown that there were nearly equal number between married (48%) and unmarried (44%) of Russian-spa-goers, only 8% were divorced.

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Table 5 Number and percentage of Russian spa-goers classified by occupations

| Occupation | Number | Percentage |
|--------------------|--------|------------|
| Student | 1 | 4 |
| Employee | 4 | 16 |
| Government servant | 8 | 32 |
| Owner | 9 | 36 |
| Retiree | 3 | 12 |
| Total | 25 | 100 |

Table 5 was shown that there were nearly equal number of Russian-spa-goers between business owners (36%) and government servants (32%), a few of employees (16%) than retirees (12%), and only 4% were students.

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Table 6 Number and percentage of Russian spa-goers classified by income

| Income | Number | Percentage |
|--------------------------|--------|------------|
| Lower than 10,000 rubles | 2 | 8.7 |
| 10,001- 20,000 rubles | 2 | 8.7 |
| 20,001- 30,000 rubles | 7 | 30.4 |
| 30,001- 40,000 rubles | 2 | 8.7 |
| More than 40,000 rubles | 10 | 43.5 |
| Total | 23 | 100 |

Table 6 was shown that 43.5% of Russian spa-goers had more than 40,000 rubles of income, followed by 30.4% of 20,001-30,000 rubles of income and the three rest range of Russian spa-goers income were equally at 8.7%.

Table 7 Number and percentage of Russian spa-goers classified by types of spa using

| Types of spas | Number | Percentage |
|-----------------------|--------|------------|
| Day spas | 24 | 96 |
| Hotel and resort spas | 1 | 4 |
| Total | 25 | 100 |

Table 7 was shown that most of Russian spa-goers' types of spa using was day spas (96%) and only 4% used hotel and resort spas.

Table 8 Number and percentage of Russian spa-goers classified by factors influencing choice of a spa service

| Factors | Number | Percentage |
|---|--------|------------|
| Beautiful location and good ambience | 4 | 16 |
| Expediently to go | 2 | 8 |
| Various services provided | 3 | 12 |
| Health experts available | 1 | 4 |
| Package offering meets need | 1 | 4 |
| Many factors (beautiful location and good ambience, expediently to go, various services provided, and reasonable price) | 14 | 56 |
| Total | 25 | 100 |

Table 8 was shown that there were varied of factors influencing choice of spa service. More than a half of Russian spa-goers (56%) decided by many factors as follows; beautiful location and good ambience, expediently to go, various services provided, and reasonable price. Followed by beautiful location and good ambience at 16%, various services provided at 12% and other factors were lower than 10%.

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Table 9 Number and percentage of Russian spa-goers classified by most favorite service

| most favorite service | Number | Percentage |
|---|--------|------------|
| Massage | 16 | 64 |
| Facial massage | 1 | 4 |
| Salt body scrub | 1 | 4 |
| Many services (massage, facial massage, hydrotherapy, salt body scrub, and pedicure-manicure) | 7 | 28 |
| Total | 25 | 100 |

Table 9 was shown that Russian spa-goers' most favorite service was massage (64%). Followed by many services which were massage, facial massage, hydrotherapy, salt body scrub, and pedicure-manicure were 28%. The lowest were facial massage and salt body scrub (4%).

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Table 10 Number and percentage of Russian spa-goers classified by frequency of receiving spa services

| Frequency | Number | Percentage |
|-------------------------|--------|------------|
| Once a week | 7 | 28 |
| Once a month | 9 | 36 |
| Once in 6 months | 3 | 12 |
| Once a year | 4 | 16 |
| Longer than once a year | 2 | 8 |
| Total | 25 | 100 |

Table 10 was shown that most Russian spa-goers frequency used spa once a month equal to 36%. The lowers were 28% of them who used spa once a week. There were nearly equal between using spas once a year (16%) and using spas once in 6 months (12%). There were a few of them used spas longer than once a year (8%).

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Table 11 Number and percentage of Russian spa-goers classified by time spending on spa services

| Time spending | Number | Percentage |
|--------------------|--------|------------|
| Less than one hour | 3 | 12.5 |
| 1-2 hours | 19 | 79.2 |
| 3-4 hours | 2 | 8.3 |
| Total | 24 | 100 |

Table 11 was shown that most of Russian spa-goers spent time on spa services at a time 1-2 hours (79.2%). There were a few of them spent less than one hour (12.5%) and 3-4 hours (8.3%).

Table 12 Number and percentage of Russian spa-goers classified by cost of service at a time

| Cost of service | Number | Percentage |
|------------------------|--------|------------|
| Less than 300 rubles | 3 | 14.3 |
| 500 rubles | 5 | 23.8 |
| 1,000 rubles | 7 | 33.3 |
| More than 1,000 rubles | 6 | 28.6 |
| Total | 25 | 100 |

Table 12 was shown that there were 33.3% of Russian spa-goers paid 1,000 rubles on service at a time. A few of them spent not much different between more than 1,000 rubles (28.6%) and 500 rubles (23.8%).

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Table 13 Number and percentage of Russian spa-goers classified by a person accompany with

| Person accompany with | Number | Percentage |
|-----------------------|--------|------------|
| Alone | 9 | 37.5 |
| With friends | 3 | 12.5 |
| With family | 7 | 29.2 |
| With an organization | 1 | 4.2 |
| Others | 4 | 16.7 |
| Total | 24 | 100 |

Table 13 was shown that most of Russian spa-goers went to spa alone (37.5%). There were 29.2% of them accompanied with family. A few of them went with others (16.7%) and friends (12.5%). Therefore there were only a few went to spa with an organization (4.2%).

Table 14 Number of Russian spa-goers classified by service information getting

| Information getting | Number | Percentage |
|---------------------|--------|------------|
| Friends | 9 | 37.5 |
| Brochure | 2 | 8.3 |
| Internet | 6 | 25.0 |
| Tour agencies | 3 | 12.5 |
| Others | 4 | 16.7 |
| Total | 24 | 100 |

Table 14 was shown that most of Russian spa-goers got information from friends (37.5%). The lowers of them (25.0%) got information from an internet. There were a few of them (16.7%) got information from others and from tour agencies (12.5%). The least of them got information from brochure (8.3%).

Table 15 Satisfaction of Russian spa goers on location and ambience.

| Location and ambience | Satisfaction | |
|-------------------------------------|--------------|------|
| | \bar{x} | SD |
| Good ambience, private and peaceful | 2.96 | 0.21 |
| Clean, tidy, and beautiful | 2.96 | 0.21 |
| Sense of safety | 2.91 | 0.29 |
| Warm welcome | 2.95 | 0.21 |
| Relaxing music | 2.82 | 0.39 |
| Thai uniqueness | 2.91 | 0.29 |
| Total | 2.93 | 0.23 |

Table 15 was shown Russian spa-goers were high satisfied both on good ambience, private and peaceful and clean, tidy, beautiful location with mean equal to 2.96 and SD 0.21. On the other hand, Russian spa-goers lower satisfy on relaxing music with mean equal to 2.82 and SD 0.39.

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Table 16 Satisfaction of Russian spa goers on therapists

| Therapist | Satisfaction | |
|--|--------------|------|
| | \bar{x} | SD |
| Well trained specialist | 2.91 | 0.29 |
| Courteous manner with service mind | 2.95 | 0.22 |
| Spiritual Thai traditional dress | 2.91 | 0.29 |
| Courteously and clearly suggest on service | 2.79 | 0.54 |
| Effectively communicate in Russian | 2.27 | 0.21 |
| Total | 2.78 | 0.29 |

Table 16 was showed that Russian spa-goers were high satisfied on courteous manner with service mind with mean equal to 2.95 and SD 0.22. On the other hand, Russian spa-goers lower satisfy on effectively communicate in Russian with mean equal to 2.27 and SD 0.21.

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Table 17 Satisfaction of Russian spa goers on overall evaluation

| Overall evaluation | Satisfaction | |
|--------------------|--------------|------|
| | \bar{x} | SD |
| Stress release | 2.96 | 0.21 |
| Reasonable price | 2.96 | 0.21 |
| Quality treatment | 2.90 | 0.31 |
| Total | 2.94 | 0.23 |

Table 17 was showed that Russian spa-goers highly satisfied both on stress release and reasonable price with mean equal to 2.96 and SD 0.21. On the other hand, Russian spa-goers had lower satisfaction with quality treatment with mean equal to 2.90 and SD 0.31.

Part 2 Semi-structured interview from spa providers in Pattaya city

This part was a qualitative data from semi-structured interview from spa providers in Pattaya city. Four spa providers were Resort/Hotel spas: Ravindra beach resort and spa, Jin spa at Garden Cliff resort and spa, Zphora spa at The Zign hotel and Avarin Spa at A-ONE The Royal Cruise Hotel and the other four are Day spas: Mana Mana Spa, Bann Thai Spa, Spa Silavadee, and 7 KPACOK was shown information about favorite service, location and ambience, therapists, product and services, price, promotion, problems and solution on service and others suggestion.

Favorite service

According to an interview from a manager at Ravindra beach and resort spa, four stars hotel. Services were including massage, facial massage, body scrub, body wrap, pedicure, manicure, and Jacuzzi; private Jacuzzi and couple Jacuzzi. 90% of customers were Russian and the most favorite service was Thai massage. Besides, following to Jin spa manager at Garden Cliff resort and spa, four stars hotel, Thai massage and oil massage were Russian spa-goers' favorite services also. Moreover, regular Russian spa-

goers tended to require the same therapist as the previous time they had a service with. From an interview with a manager at Avarin spa, A-ONE the royal cruise hotel, four stars hotel, the Russian spa-goers preferred Thai massage and oil massage. Similarly, Russian spa-goers at Zphora spa at the Zign hotel, five stars hotel, preferred to have Thai massage and aroma massage. At Mana Mana spa, day spa, manager said most Russian men spa-goers had Thai massage and women had slimming massage. From a therapist's interview at Bann Thai spa where have been opened for six years by Thai owner. Most of the spa-goers were Russian (about 80%). Favorite services were oil massage and Thai massage. Some woman Russian spa-goers liked to have sauna. At Spa Silavadee with an owner's interview, the most favorite service for Russian spa-goers was Thai massage. Second was oil massage. In addition, customers preferred to have a service with the same therapist as the previous time. Last, an interview with a manager and a therapist at 7KRACOK spa, teenager Russian spa-goers liked a spa for beauty: scrub and wrap. For the older Russian spa-goers preferred massage with hot press. Most customers came with tour and were regular customers.

Location and ambience

Ravindra beach resort and spa, Jin spa at Garden Cliff resort and spa and Avarin Spa at A-ONE The Royal Cruise Hotel were decorated with Thai cloth and was full of Thai herb aroma scent. These were four stars hotel. Zphora spa at The Zign hotel was five stars hotel, decorated with Thai modern art using contrast-toned color of black and white. There were 14 treatment rooms: seven rooms for individuals, six rooms for spa-loving couples, and a VIP room. All hotel and resort spa above played relaxing music. Russian spa-goers came with tour agencies so spas did not have to prepare transportation for them. Mana Mana spa and 7 KPACOK were also decorated with Thai cloth, were full of Thai aroma scent and played relaxing Thai music. Bann Thai spa had coffee shop and tour company were located together. It was decorated with Thai Lanna style. There were four rooms for Thai massage and four rooms for oil massage. Thai relaxing music was played while having a service. Spa Silavadee was decorated with brown earth-tone and Thai cloth. There were tropical garden around the building. The rooms were spread with Thai herb aroma scent. Jin spa at Garden Cliff resort and spa, Mana Mana spa, spa

Silavadee and 7 KPACOK had spa menu in Russian. Moreover, spa Silavadee and 7 KPACOK provided transportation for customers.

Therapists

Ravindra Beach Resort and Spa, Jin spa at Garden Cliff Resort and Spa, Zphora spa at The Zign Hotel and Avarin Spa at A-ONE The Royal Cruise Hotel, therapists must have a certificate from the Ministry of Public Health or the Ministry of Labor. Furthermore, each hotel had its own training for therapists. There were six therapists and also received a training certificate at least 150 hours from the Ministry of Public Health at Mana Mana Spa. At Bann Thai Spa, there were 13 staffs: a receptionist and 12 therapists. They also had a certificate from the Ministry of Public Health or the Ministry of Labor. Most therapists here had five to ten year-experience. Spa Silavadee had 27 therapists. Their own training was available for therapists. In addition, here was the first receiving national benchmark for therapists. At 7 KPACOK, therapists must had experiences and a certificate before working. Furthermore, therapists had an opportunity to be trained in Russia. Average wage for therapists was 100 baht per hour.

Products and services

Ravindra Beach Resort and Spa mainly focused on natural product. There were massage, facial massage, body scrub, pedicure-manicure, body wrap-body masque and Jacuzzi: private and couples. Jin Spa at Garden Cliff resort and spa had traditional Thai massage, traditional Thai massage with heat compress, aroma therapy massage, Indian head massage, foot massage, foot fit, facial treatment, firming and anti-cellulite body massage, steam, sauna, Jacuzzi, scrub, wrap, nail treatment, and waxing. After treatment there was Thai herbal drink served. Zphora Spa at The Zign hotel had Thai traditional massage, foot massage, separately men and woman hydrotherapy, steam, Jacuzzi, bathtub. Here used fresh ingredients for treatment and after the treatment healthy drink and international spa menu offered. Avarin Spa at A-ONE The Royal Cruise Hotel had body treatment, facial treatment, massage selection and signature treatment. After the treatment there was Thai herbal drink to serve. Mana Mana Spa had traditional Thai massage and relaxing, body slimming, body treatment, body wax treatment, eyebrows, facial treatment and nail care. There was a Tea served after treatment. At Bann Thai Spa

had Thai massage, normal oil massage, foot massage, body detoxification, Cappuccino scrub, slimming, mark and warming shape, facial treatment, cleansing scrub and extra moisturizing, sauna, foot spa, cleaning scrub mark and moisturizing, body treatment body scrub and aroma, head spa, slimming massage and warming shape, aroma massage, body spa (herbal steam, body scrub and body milk), body cream scrub (mangosteen, Jasmine rice, Hydrocotyle, luffa, ginger, coconut, flowers, green tea), body salt scrub, body caramel scrub body green tea, Thai herbal compress, coffee or chocolate massage cream, body relaxation 3 steps, sport massage, herbal steam, facial relaxation 3 steps, body tamarind whitening, body coconut, hair spa, and mud scrub. Thai herbal drink was served after the treatment. Spa Silavadee had Silavadee hot stone massage, Silavadee aromatic stone massage, Silavadee relaxing massage, traditional Thai massage, Thai herbal heat compress massage, relaxing foot and legs massage, reflexology foot massage, aroma therapy massage, Swedish massage, ears spa candling, slimming massage, anti cellulite, relaxing back massage, oriental oil massage and fresh Thai herbal for scrubbing. There was fruit served after treatment. 7 KPACOK had beauty spa, massage, scrub, wrap, and sauna. Thai herbal drink was served after the treatment.

Price

Ravindra Beach Resort and Spa's cost of services starts from 800-7,000 baht. There were two groups of Russian spa-goers: one who concerned with a quality more than a price and one who decided by price first. Jin Spa at Garden Cliff resort and spa's cost of services started from 350-7,000 baht. Avarin Spa at A-ONE The Royal Cruise Hotel's cost of services started from 1,200-6,500 baht. Mana Mana Spa's cost of services started from 250-1,500 baht. Bann Thai Spa's cost of services started from 200-2,000 baht. Spa Silavadee's cost of services started from 800 baht. 7 KPACOK's cost of services started from 350-4,200 baht.

Promotion

Ravindra Beach Resort and Spa's promotions were adapted following high and low seasons. Jin Spa at Garden Cliff resort and spa had packages: secret of fresh Thai herb, Thai herb spa, sun lovers treatment, revitalizing, spa drain, glow and groom, and honeymoon package. Avarin Spa at A-ONE The Royal Cruise Hotel had special

packages: wondering, radiance, gentleman escape, sun lover, bliss, rejuvenate, and detox. Mana Mana Spa had packages: Mana Mana's A1 including professional cleaning facial and aromatherapy oil massage, Mana Mana's A2 including soothing/ collagenic facial and foot massage, Mana Mana's A3 including vitamin c facial and foot massage, Mana Mana's A4 including sport/ intensive facial and aromatherapy oil massage. Bann Thai Spa had special packages: herbal steam, body scrub and body milk, scrub and aroma, body relaxation three steps (oil, cream, aloe vera gel) after sunbathing treatment, scrub slimming, a mark warming shape. Spa Silavadee had a three hours package: bath steam-relaxing breathing, scrub death cells with fresh Thai herb and bath, one hour of massage (face massage or Thai massage). Russian spa-goers like this package very much; they bought and came to spas everyday but used different services.⁷ KPACOK had special packages, regular customers bought and came to spas everyday but used different services.

Problems and solution

Ravindra Beach Resort and spa, questionnaire used for customers' satisfaction did not work because it was in English, not much Russian spa-goers did it and if they did it, there was no one who could translate it. Jin spa at Garden Cliff resort and spa, Zphora spa at The Zign hotel and Avarin Spa at A-ONE The Royal Cruise Hotel, Mana Spa and Bann Thai Spa had a problem with personnel who could communicate in Russian. In case that they had spa menu in Russian, customers could point at the menu which one they want to have a service. On the other hand, while servicing, some therapists learnt Russian word from customers. It was expensive to hire Russians to be a manager or to be a receptionist for Russian spa-goers. Spa Silavadee had not enough staffs for the high season and also therapists did not work for permanently. Personnel management was important.

Others suggestion

Therapists and receptionists would like to have a Russian training course because they would like to communicate with the Russian spa-goers. Moreover they said it would help the treatment go smoothly and effectively.

Spa providers needed government, ministries concerned, to launch policies harmoniously so it would be supported providers. In case of a benchmark, it was also should be in the same way. Policy maker should know exactly what spa was and how to develop and use it as an advantage to promote Thailand Health Tourism Hub of Asia.



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CHAPTER V

FINDINGS AND DISCUSSIONS

A study of Russian spa-goers' satisfaction of Thai spa providers in Pattaya City was the quantitative and qualitative research aiming to examine the Thai spa providers for Russian spa-goers in Pattaya City and to investigate the satisfaction of Russian spa-goers in choosing Thai spa services and also to study the problems of Thai spa providers from Russian spa-goers.

Scope of the study

1. The population was Russian spa-goers and spa providers in Thailand and using the purposive sampling to get the sample in Pattaya City. The samples were drawn by purposive sampling of eight spa providers; four spa providers were Resort/Hotel spas and other four were Day spas.
2. The Dependent Variables were satisfactions of Russian spa-goers and the problems of Thai spa providers.

Limitations

The limitations of this research were sampling and data collecting time.

1. The sample of this study were purposive samplings; Russian spa-goers who use Thai spa providers and Thai spa providers. Therefore it was difficult to get the samples.
2. The data collection time was from April to May 2011 for collecting Russian documentary, questionnaire, and semi- interview for quantitative and qualitative data.
3. Most of the quantitative data were collected from day spa Russian spa-goers because in hotel and resort spas it was not allowed to give the guests a questionnaire, it would annoy guests' relaxing time.

Population and sample

Population

There were 556 hotels and 86 resorts (Pattaya Information Center, 2010: online) and 215,642 Russian tourist (Pattaya Information Center, 2009: online). The population in this research were Russian spa-goers who used Thai spa services and Day spas and hotels and resorts spas in Pattaya City.

Sample

There were two sample groups. The first group was drawn by purposive sampling: 25 Russian spa-goers who used Thai spa services in Pattaya City. The second group was drawn by purposive sampling: eight spa providers in Pattaya City; four spa providers were Resort/Hotel spas: Ravindra beach resort and spa, Jin spa at Garden Cliff resort and spa, Zphora spa at The Zign hotel and Avarin Spa at A-ONE The Royal Cruise Hotel and the other four were Day spas: Mana Mana Spa, Baan Thai Spa, Spa Silavadee, and 7 KPACOK.

Research Instrument

This research instruments comprised of questionnaire for Russian spa-goers and semi-structured interview form for spa providers. The questionnaire was developed and approved by three specialists for content validity of these research instruments.

Data Analysis

The data were collected into two parts. The quantitative data were used questionnaire for general information, service use, and satisfaction of Russian spa-goers and were analyzed by percentage, mean, standard deviation. The qualitative data of the spa providers by semi-structured interview were summarized.

Findings

Most questionnaires were from day spa services. There were many factors influence Russian spa-goers choosing to go to spa services, which usually concerned with beautiful location and good ambience, expediently to go, various services provided and reasonable price. The most favorite service was Thai massage. From the demography of

Russian spa-goers the most were 25-59 years old. Moreover the gender was not much different between male and female. Most Russian spa-goers graduated diploma. Furthermore, the marital statuses of Russian spa-goers were not much different between single and married, there were less of those who were divorced. Most of Russian spa-goers' occupation was business owner and government servant. The most amount of income was more than 40,000 rubles. The habit of Russian spa-goers in using spa service was mostly once a month and once a week and mostly spending time is 1-2 hours with cost of service approximately 1000 rubles. The Russian spa-goers mostly came to use spa alone or came with family. The information of spa services mostly they got from friends than brochure and the second way they got from internet and tour agencies. For the Russian spa-goers' satisfaction on 3 topics on location and ambience, on therapists and on overall evaluation are highly satisfaction.

Following the semi-structured interview from spa providers found that the most favorite service for Russian spa-goers were Thai massage and oil massage. Most Russian spa-goers in hotel and resort spas preferred to use spa to release from stress more than spa for beauty but most of the Russian spa-goers in day spas preferred to use spa as to release from stress and also for the beauty such as wrap for healing the sun burn and sliming massage. The ambience in the spas mostly decorated with Thai cloth. There are also Thai relaxing music and Thai herbal aroma scent. After the treatment, they usually serve customers with tea, fruit, and Thai herbal juice but some Russian spa-goers prefer to have fruit more than tea. The Russian spa-goers prefer to have the treatment with the same therapist as the last time they have the treatment with. The Russian spa-goers most come with tour agencies which provided Russian guide. The difficulty between Russian spa-goers and spa providers is communication. Spa providers have to hire Russian manager or guide to serve Russian spa goers and also have the spa menu in Russian, if the reception could not speak Russian, Russian spa-goers could read by their own and point which service they would like to have. Some day spa therapists said they communicate with Russian spa goers by body language and some Russian spa-goers taught them words.

Discussions

Russian spa-goers' satisfaction of Thai spa service mostly is high level because Thai spa services have Thai unique identity including five senses of spa: sight, taste, scent, sound, and touch. Thai spas location and ambience are peaceful, relaxing and giving a sense of stress relief. Moreover Thai spas have Thai herbal aroma scent and relaxing music. Especially Thai massage which is very unique and giving a feeling of relaxation from hospitality and courteous welcome with service mind from spa providers as this is the Thai characteristic. Overall evaluation is high because of reasonable price with good quality treatment and stress relief. But the only weak point is staffs ineffectively communicate in Russian. The providers could not communicate with the customers so it is an obstacle to know what customers need.

Following the semi-structured interview from spa providers found that the most favorite service for Russian spa-goers were Thai massage and oil massage, this is an advantage of Thai spa services to have Thai traditional massage included. Most Russian spa-goers in hotel and resort spas preferred to use spa to release from stress more than spa for beauty because Thai massage is reasonable price and has Thai herbal aroma scent but most of the Russian spa-goers in day spas preferred to use spa as to release from stress and also for the beauty such as wrap for healing the sun burn and sliming massage because the cheaper price than spas in hotel and resort. After the treatment, the tropical fruits and Thai herbal drink attract the customers with a sense of taste which is an important factor in spas.

Recommendations for spa business

Royal Thai government by many ministries are concentrating with the rapid growth of spa business. An attempt to upgrade Thai spas to meet the international standard spa service. Spa managers have to pass the spa manager standard test and must be registered by the Medical Registration Division, Ministry of Public Health. Therefore to do business parallel with the Royal Thai Government promotes and supports following The National Economic and Social Development Planning was to make Thailand the wellness capital of Asia, it is significant for the providers to begin the business to meet the national and international standard.

Recommendations for Russian study

Most Russian spa-goers came to Pattaya with tour agencies. It is interesting to study more about spa tours and spa tourism.

Recommendations for further research

Spas were for tourists' relaxing and stress relief so after having the treatment some spa-goers were not willing to do the questionnaire. Moreover some spa providers did not allow for the questionnaire because it might annoy the spa-goers. Therefore, it was a limitation of this research to collect the data from spa-goers.



ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย

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APPENDIX

ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย

QUESTIONNAIRE FOR RUSSIAN SPAS GOERS

Thesis: A Study of Russian Spa-Goers' Satisfaction of Thai Spa Services in Pattaya City

Instructions: This is a questionnaire for Russian spa goers to investigate the Russian spa-goers' satisfactions of Thai spa providers and to study the problems of Thai spa providers in Pattaya city.

Part 1 and part 2: Please check in the box on the answer you choose and give specify more information if you have.

Part 3

Please check both in levels of expectation and levels of satisfaction

- | | | |
|-------|---|--|
| Check | 3 | if you have high level of e expectation and satisfaction. |
| Check | 2 | if you have average level of e expectation and satisfaction. |
| Check | 1 | if you have low level of e expectation and satisfaction. |

Moreover if there is any comment and suggestion please feel free to write down below.

Thank you very much for your kindness

Sathita Dejthongpong

ศูนย์วิทยพักร
จุฬาลงกรณ์มหาวิทยาลัย

Part I Personal Information

Please mark into the box in front of the answer you choose

1. Age

- 15-24 25-59 60 up

2. Gender

- Male Female

3. Education

- Secondary School Diploma
 Bachelor Degree Higher than Bachelor Degree

4. Status

- Single Married Divorced

5. Occupations

- Student Employee Government Servant
 Owner Housewife Retiree

Others.....

6. Income

- Lower than 10,000 rubles 10,001- 20,000 rubles
 20,001- 30,000 rubles 30,001- 40,000 rubles
 More than 40,000 rubles

Part 2 Service Use Information

Please mark into the box in front of the answer you choose

1. Types of Spa

- Day Spa Hotel & Resort Spa

2. Factors influence to choose a spa service

- Beautiful location and good ambience
 Expediently to go
 Various services provided
 Reasonable price
 Persuadable promotion
 Health experts available
 Package offering meets need

Others.....

3. Most Favorite Service

- Massage Facial Massage
 Acupressure Salt Body Scrub
 Hydrotherapy Pedicure, Manicure
 Body Wrap, Body Masque
 Private Jacuzzi Public Jacuzzi
 Jacuzzi for gentlemen and for ladies
 Private tubs Public tubs
 Tubs for gentlemen and for ladies
 Open-air tubs with panoramas

Others.....

4. How often do you go to spas?

- Once a week Once a moth Once in 6 months
 Once a year Longer than once a year

5. How long do you spend at a time when using spas?

- Less than one hour 1-2 hours 3-4 hours
 5-6 hours More than 6 hours

6. How much do you pay at a time for spa services?

- Less than 300 rubles 500 rubles 1,000 rubles
 More than 1,000 rubles.....

7. Whom do you go with?

- Alone With friends
 With family With an organization
 Others

8. Where did you get the information?

- Friends Brochure Internet
 Television Radio Tour agencies
 Others

ศูนย์วิทยพัยากร
จุฬาลงกรณ์มหาวิทยาลัย

Part 3 Satisfaction on Service

| Factors | Levels of Satisfaction | | |
|--|------------------------|------------|--------|
| | High(3) | Average(2) | Low(1) |
| 1.Location and ambience | | | |
| 1.1 Good ambience, private and peaceful | | | |
| 1.2 Clean, tidy and beautiful | | | |
| 1.3 Sense of safety | | | |
| 1.4 Warm welcome | | | |
| 1.5 Relaxing music | | | |
| 1.6 Thai uniqueness | | | |
| 2. Therapists | | | |
| 2.1 Well trained specialist | | | |
| 2.2 Gently care with service mind | | | |
| 2.3 Spiritual Thai traditional dress | | | |
| 2.4 Courteously and clearly suggest on service | | | |
| 2.5 Effectively communicate in Russian | | | |
| 3. Overall evaluation | | | |
| 3.1 Stress relief | | | |
| 3.2 Reasonable price | | | |
| 3.3 Quality treatment | | | |

Suggestions.....

.....

АНКЕТА ДЛЯ ПОСЕТИТЕЛЕЙ СПА

Часть I Личная информация

1. Возраст

15-24 25-59 60 до

2. Пол

Муж Женский

3. Образование

Средняя школа Диплом

Бакалавра Аспирантура

4. Семейное положение

Холост Женат/замушем Разведенн

5. Профессии

Студент(ка) Рабочий Государственный служащий

Частный предприниматель Домохозяйка

Пенсионер

Другие

6. Доход

Менее чем 10,000 рублей 10,001 – 20,000 рублей

20,001 – 30,000 рублей 30,001 – 40,000 рублей

Более 40,000 рублей

Ванны для мужчин и женщин

Ванны на открытом воздухе с панорамными видами

Другое

4. Как часто вы ходите в спа?

Один раз в неделю Один раз в месяц Один раз в 6 месяцев

Один раз в год Чаще чем раз в год

5. Как долго вы проводите в спа?

Менее одного часа 1-2 часа 3-4 часов

5-6 часов более 6 часов

6. Сколько вы платите за спа-услуги?

Менее 300 рублей 500 рублей 1000 рублей

Более 1000 рублей.....

3. С кем вы идете?

Один С друзьями С семьей С коллегам

Другое

8. Откуда вы получаете ?

Друзья Брошюра Интернет

Телевидение Радио Турфирма

Другое.....

Часть 3 Удовлетворение

| Факторы | Уровни удовлетворения | | |
|--|-----------------------|----------------|---------------|
| | Высокий (3) | Средний (2) | низкий (1) |
| 1. Местоположение и атмосфера | | | |
| 1.1 Хорошая атмосфера | | | |
| 1.2 Чистота, опрятность | | | |
| 1.3 Чувство безопасности | | | |
| 1.4 Теплый прием | | | |
| 1.5 Расслабляющая музыка | | | |
| 1.6 Тайская эксклюзивность | | | |
| 2. Персонал | | | |
| 2.1 Хорошо обученный специалист | | | |
| 2.2 Осторожный уход | | | |
| 2.3 Тайская традиционная одежда | | | |
| 2.4 Предложения и рекомендации персонала | | | |
| 2.5 Общение на русском языке | | | |
| 3. Оценка после посещения | | | |
| 3.1 Удовлетворение | | | |
| 3.2 Адекватная цена | | | |
| 3.3 Качество лечения | | | |

Предложения

.....

SEMI-STRUCTURED INTERVIEW GUIDELINE QUESTIONS FOR SPAS PROVIDERS

Part 1 Personal Information

Spa Service's Name

Location.....

Interviewee's Name.....

1. Age

- 15-24 years old 25-59 years old More than 60 years old

2. Gender

- Male Female

3. Education

- Lower than Secondary School Secondary School
 Diploma Bachelor Degree
 Higher than Bachelor Degree (please specify)

4. Position

- Owner Manager Supervisor Staff

5. Spas Training Course

- Lower than 1 month 1-3 months
 Longer than 3 months Others (please specify).....

6. Operation time

- Less than 1 year 1-2 years 3-4 years More than 5 years

7. Amount of employees

- 1-3 staffs 4-6 staffs
 7-9 staffs More than 10 staffs

Part 2 The Thai spa providers problems

Location and ambience

1. How to create the ambience to attract customers?

.....

2. What are the problems with this location?

.....

3. How do you solve the problems?

.....

Therapists

1. How to manage staffs with appropriate job?

.....

2. What staffs' characteristics satisfy customers?

.....

3. What are the problems with staffs?

.....

4. How do you solve the problems?

.....

Products and services

1. How do you survey customers' need?

.....

2. What services do you have?

.....

3. What are criteria for choosing products?

.....

4. What products do you have for sale?

.....

5. Where do ideas for these products and services come from?

.....

6. Which product and service satisfy customers the most?

.....

7. What is the most important procedure in service processes?

.....

8. Do you have any ideas to develop products or not? How?

.....
9. What are the problems with products and services?

.....
10. How do you solve the problems?

.....

Price

1. What are criteria for pricing products and services?

.....
2. Average service fee at a time?

.....
3. Do customers satisfy with the price?

.....
4. What are the problems with pricing products and services?

.....
5. How do you solve the problems?

.....

Promotion

1. What are media used for advertising?

.....
2. What are media used for promotion?

.....
3. Which promotion and media satisfy customers the most?

.....
4. What are the problems with promotion?

.....
5. How do you solve the problems?

.....

Suggestions.....

.....

SPECIALIST NAME LIST

Questionnaire and semi-structured interview's specialists

1. Ms. Earth Saisawang Director of
PR & Communications-The Oasis Spa
2. Mr. Chairat Ratanopas
Chairman of Pattaya Spa Club
3. Ms. Bussaba Sansila
Spa Manager at VIE Hotel Bangkok

Russian questionnaire examiner

Andrey Sedov Ph.D

An instructor of Russian Studies International/Interdisciplinary Program,
Graduate School, Chulalongkorn University



ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย



ที่ ศธ.๐๕๑๒.๕ / รช. ๕๓

หลักสูตรศิลปศาสตรมหาบัณฑิต
สาขาวิชารัสเซียศึกษา บัณฑิตวิทยาลัย
จุฬาลงกรณ์มหาวิทยาลัย ถนนพญาไท
ปทุมวัน กรุงเทพฯ ๑๐๑๓๐

๒๒ เมษายน ๒๕๕๔

เรื่อง ขอบความอนุเคราะห์เป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือในการทำวิจัย
เรียน คุณเอิร์ธ สายสว่าง

เนื่องด้วย นางสาว สาทิตา เคชทองพงษ์ เลขประจำตัว ๕๓๘ ๖๕๖๔๐ ๒๐ นิสิตหลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชารัสเซียศึกษา บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย กำลังจัดทำวิทยานิพนธ์ในหัวข้อเรื่อง “ความพึงพอใจในการใช้บริการสปาของผู้ใช้บริการสปาชาวรัสเซียในเขตเทศบาลเมืองพัทยา” (A STUDY OF RUSSIAN SPA-GOERS' SATISFACTION OF THAI SPA SERVICES IN PATTAYA CITY) ในการศึกษาจำเป็นต้องสร้างเครื่องมือในการศึกษาค้นคว้าวิจัย ดังนั้น เพื่อให้เครื่องมือดังกล่าวมีประสิทธิภาพและเป็นที่ยอมรับหลักสูตรฯ พิจารณาแล้วเห็นว่า ท่านเป็นผู้มีความรู้และความสามารถ จึงใคร่ขอความอนุเคราะห์จากท่านเป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือในการทำวิจัย ซึ่งหวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่านด้วยดี และขอขอบพระคุณมา ณ โอกาสนี้

จึงเรียนมาเพื่อโปรดพิจารณา

ขอแสดงความนับถือ

(อาจารย์ ดร.รมย์ ภิรมนตรี)

ผู้อำนวยการหลักสูตรสาขาวิชารัสเซียศึกษา

หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชารัสเซียศึกษา

โทรศัพท์ ๐๒-๒๑๑๘-๓๕๔๓-๔



ที่ ศธ.๐๕๑๒.๕ / รช. ๖๘

หลักสูตรศิลปศาสตรมหาบัณฑิต
สาขาวิชารัฐศาสตร์ศึกษา บัณฑิตวิทยาลัย
จุฬาลงกรณ์มหาวิทยาลัย ถนนพญาไท
ปทุมวัน กรุงเทพฯ ๑๐๑๓๐

๒ พฤษภาคม ๒๕๕๔

เรื่อง ขอบขอบคุณในการให้ความอนุเคราะห์

เรียน เจ้าของสถานประกอบการ Mana Mana Spa

ตามที่หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชารัฐศาสตร์ศึกษา บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย ได้ขอความอนุเคราะห์ให้ นางสาว สาทิตา เศรษฐพงษ์ นิสิตของหลักสูตรฯ เข้าไปเก็บข้อมูลเกี่ยวกับความพึงพอใจในการใช้บริการสปาของผู้ใช้บริการสปาชาวรัสเซีย ในสถานประกอบการของท่านนั้น

บัดนี้ การจัดเก็บข้อมูลดังกล่าวได้ดำเนินการเสร็จสิ้นเป็นที่เรียบร้อยแล้ว ทางหลักสูตรฯ ขอบขอบพระคุณท่านเป็นอย่างยิ่งที่ได้อนุเคราะห์ให้นิสิตเข้าเก็บข้อมูลดังกล่าว

ทางหลักสูตรฯ หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่านอีกในโอกาสต่อไป จึงขอบขอบพระคุณมา ณ โอกาสนี้

ขอแสดงความนับถือ

(อาจารย์ ดร.รมย์ ภิรมนตรี)

ผู้อำนวยการหลักสูตรสาขาวิชารัฐศาสตร์ศึกษา

Part 2 Semi-structured interview from spa providers in Pattaya city

This part is a qualitative data from semi-structured interview from spa providers in Pattaya city. Four spa providers were resort/hotel spas: Ravindra Beach Resort and Spa, Jin Spa at Garden Cliff resort and spa, Zphora Spa at The Zign Hotel and Avarin Spa at A-ONE The Royal Cruise Hotel and the other four are day spas: Mana Mana Spa, Baan Thai Spa, Spa Silavadee, and 7 KPACOK shown below.

| Spa services | Favorite service | Location and ambience | Therapists | Products and services | Price | Promotions | Problems and solutions |
|--|--|---|---|---|---|--|---|
| Ravindra Beach and Resort Spa (Interviewed a manager) | Thai massage 90% of Russian spa-goers | Four stars hotel Thai herb aroma scent Thai cloth decorated | Must have certificate Training for therapists were provided. | Natural products Services 1.Massage 2.Facial Massage 3.Body Scrub 4. Pedicure, manicure 5.Body wrap, body masque 6. Jacuzzi: private, couples Thai herbal drink serve after treatment | There were two groups of Russian spa-goers; Russian spa-goers who concerned with the price and concerned with the quality, they were willing to pay any price if the quality was good. Start from 800-7,000 baht | Promotions were adapted following the high and low season. | There were not enough personnel who were able to communicate in Russian so they hired Russian guide to receive customers which costs expensively. Questionnaire using for customer's satisfaction was provided but it was in English so only Russian who could communicate in English would do it, but not much. |

| Spa services | Favorite service | Location and ambience | Therapists | Products and services | Price | Promotions | Problems and solutions |
|---|--|--|---|---|---------------------------|--|--|
| Jin Spa at Garden Cliff resort and Spa (Interviewed a manager) | Thai massage Oil massage Required the same therapists as the last time | Four star hotel Thai herb aroma scent Thai cloth decorated | Must have certificate Training for therapists were provided. | Have spa menu in Russian 1. Traditional Thai massage 2. Traditional Thai massage with heat compress 3. Aroma therapy massage 4. Indian head massage 5. Foot massage 6. Foot fit 7. Facial treatment 8. Firming and anti-cellulite body massage 9. Steam, sauna, and Jacuzzi 10. Scrub | Start from 350-7,000 baht | Packages 1. Secret of fresh Thai herb 2. Thai herb spa 3. Sun lovers treatment 4. Revitalizing 5. Spa drain 6. Glow and groom 7. Honeymoon package | There are not enough personnel who are able to communicate in Russian. |

| Spa services | Favorite service | Location and ambience | Therapists | Products and services | Price | Promotions | Problems and solutions |
|--|-----------------------------------|--|---|--|-----------------------------|---|--|
| | | | | 11. Wrap 12. Nail treatment 13. Waxing Thai herbal drink serve after treatment | | | |
| Avarin Spa at A-ONE The Royal Cruise Hotel (Interviewed a manager) | Thai massage Oil massage | Four star hotel Thai herb aroma scent | Must have certificate Training for therapists were provided. | 1.Body Treatment 2.Facial Treatment 3. Massage Selection 4. Signature Treatment Thai herbal drink served after treatment | Start from 1,200-6,500 baht | Special Package 1. Wondering 2. Radiance 3. Gentleman escape 4. Sun lover 5. Bliss 6. Rejuvenate 7. Detox | There are not enough personnel who are able to communicate in Russian. |
| Zphora spa at The Zign hotel (Interviewed a manager) | Thai massage Aroma massage | Five star hotel Thai modern art using contrast-toned color of black and white | Training for therapists were provided. | 1.Thai traditional massage 2.Foot massage 3.Separately men and woman | | | There are not enough personnel who are able to communicate in Russian. |

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| | | <p>or Yin and Yan Relaxing music</p> <p>Thai herb aroma scent</p> <p>Some treatment rooms are located amidst the serene sea view</p> <p>14 treatment rooms, with 7 rooms for individuals, 6 private rooms for spa-loving couples, and a VIP room</p> | | <p>hydrotherapy.</p> <p>4. Steam</p> <p>5. Jacuzzi</p> <p>6. Bathtub</p> <p>Fresh ingredients for treatment</p> <p>Healthy drink and international spa menu offered</p> | | | |

| Spa services | Favorite service | Location and ambience | Therapists | Products and services | Price | Promotions | Problems and solutions |
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| <p>Mana Mana Spa</p> <p>(Interviewed a therapist and a manager)</p> | <p>Thai massage</p> <p>Sliming massage</p> | <p>Relaxing Thai music</p> <p>Thai cloth decorated</p> <p>Have spa menu in Russian</p> | <p>There are 6 therapists who received a certificate from the Ministry of Public Health, Thailand 150 hours.</p> | <p>1.Traditional Thai massage and relaxing</p> <p>2.Body slimming</p> <p>3.Body treatment</p> <p>4.Body wax treatment</p> <p>5.Eyebrows</p> <p>6. Facial treatment</p> <p>7. Nail care</p> <p>Tea served after treatment</p> | <p>Start from 250-1500 baht</p> | <p>Packages</p> <p>1.Mana Mana's A1</p> <p>-Professional cleaning facial</p> <p>-Aromatherapy oil massage</p> <p>2. Mana Mana's A2</p> <p>- Soothing/ Collagenic facial</p> <p>-Foot massage</p> <p>3. Mana Mana's A3</p> <p>-Vitamin c facial</p> <p>-Foot massage</p> <p>4. Mana Mana's A4</p> <p>- Sport/ Intensive facial</p> <p>- Aromatherapy oil massage</p> | <p>There are not enough personnel who are able to communicate in Russian.</p> |

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|---|--|---|---|---|---------------------------|--|---|
| Bann Thai spa (Interviewed therapists) 6 years opened, Thai owner | Oil massage Thai massage Some sauna 80% of Russian spa-goers Required the same therapists as the last time | Coffee shop in front, tour company and guest house Relaxing Thai music Thai Lanna decorated Thai cloth decorated 8 rooms: 4 rooms for Thai massage, 4 rooms for oil massage | 13 staffs: 1 receptionists, 12 therapists Got a certificate from Ministry of Public Health and Ministry of Labour 5-10 years experience | 1. Thai massage 2. Normal oil massage 3. Foot massage 4. Body detoxification 5. Cappuccino scrub, slimming, mark and warming shape 6. Facial treatment 7. Cleansing scrub and extra moisturizing 8. Sauna 9. Foot Spa 10. Cleaning, scrub, mark and moisturizing 11. Body treatment, body scrub and aroma 12. Head spa slimming massage and warming shape 13. Aroma massage 14. Body spa (Herbal steam, body scrub and | Start from 200-2,000 baht | Special Packages 1. Herbal steam, body scrub and body milk 2. Scrub and aroma 3. Body Relaxation 3 steps (Oil, Cream, Aloevera gel) after sunbathing treatment scrub slimming a mark warming shape | There are not enough personnel who are able to communicate in Russian. No Russian training course for staffs, so body language worked. |

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| | | | | body milk) 15. Body cream scrub (Mangosteen Jasmine rice, Hydrocotyle, Luffa ginger-coconut, flowers, green tea) 16. Body salt scrub 17. Body caramel scrub (60 mins) 18. Body green tea 19. Thai Herbal Compress 20. Coffee or chocolate massage cream 21. Body relaxation 3 steps 22. Sport massage 23. Herbal steam 24. Facial relaxation 3steps 25. Body tamarind whitening 26. Body coconut 27. Hair spa 28. Mud scrub Thai herbal served after treatment | | | |

| Spa services | Favorite service | Location and ambience | Therapists | Products and services | Price | Promotions | Problems and solutions |
|---|--|--|--|---|----------------|---|--|
| Spa Silavadee (Interviewed an owner) | Thai massage Oil massage Customers required the same therapists as the last time | Have spa menu in Russian Brown earth-tone decoration Thai cloth decorated There are tropical garden provided as a peaceful ambience. Transport provided Thai herb aroma scent | There were 27 therapists. Training for therapists were provided. Two systems of wage paying: By hours, and by months First national benchmark-therapist | 1.Silavadee Hot Stone Massage(60 Mins , 90 Mins) 2.Silavadee Aromatic Stone Massage(60Mins , 90 Mins) 3.Silavadee Relaxing Massage(60 Mins, 90 Mins) 4.Traditional Thai Massage(60 Mins 120 Mins) 5.Thai Herbal Heat Compress Massage(120 Mins) 6.Relaxing Foot & Legs Massage(60 Mins) 7.Reflexology Foot Massage(60 Mins) 8.Aroma Therapy Massage(60 Mins , 90 Mins) 9.Swedish Massage(60 Mins , 90 Mins) | Start from 800 | Package3 hours Bath Steam-relaxing, breathing Scrub death cells Fresh Thai herbal Bath Massage 1 hour Face massage or Thai massage Packages were very famous, as there were a lot of regular customers, they bought and came to spas everyday but used different services. | There were not enough staffs for the high season and also the therapists did not work for permanently. There were not enough personnel who were able to communicate in Russian. Three stars hotels were not enough for Russian (came with tour) and Chinese. Package Tour including air-ticket and hotels Too expensive to hire Russian for communication, and Russian customers trust on Russian guides more than foreign guides. |

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| | | | | 10.Ears Spa Candles(45 Mins) 11.Slimming Massage(60 Mins) 12.Anti Cellulite (60 Mins) 13.Relaxing Back Massage(60 Mins, 90 Mins) 14.Oriental Oil Massage (60 Mins , 90 Mins) Fresh Thai herbal for scrubbing Fruit served after treatment | | | Commissions for taxi in Pattaya were high, providers paid for that. Transportation provided, high competition, customers did not go else while traveling |
| 7KPACOK (Interviewed a therapist and a manager) | Teenagers preferred spa for beauty: scrub, wrap | Transport provided Relaxing Thai music | Experienced and certificate require before working | Beauty spa Massage Scrub Wrap Sauna | Start from 350-4,200 baht | Packages were very famous, as there were a lot of regular customers; they bought and came to spas everyday but used different services. | There are not enough personnel who are able to communicate in Russian. Expensive because concern with customers' satisfaction |

| Spa services | Favorite service | Location and ambience | Therapists | Products and services | Price | Promotions | Problems and solutions |
|------------------------------|--|---|---|---|-------|------------|------------------------|
| Opened 4 years 9am.-23pm. | The old preferred massage with hot press Customers came with tour Regular customers Required the same therapists as the last time Teenager to the old 30-60 years old | Thai herb aroma scent Thai cloth decorated | Training for therapists are provided and also go to be trained in Russia. | Thai herbal drink serve after treatment | | | |

Other suggestions: Therapists would like to have a Russian training course. Therapists would like to have a Russian training course. Spa providers needed government, ministries concerned, to launch policies harmoniously so it would be supported providers. In case of a benchmark, it was also should be in the same way. Policy maker should know exactly what spa was and how to develop and use it as an advantage to promote Thailand Health Tourism Hub of Asia.

BIOGRAPHY

Miss Sathita Dejthongpong was born in 6th September 1985 in Bangkok, Thailand. Graduated second class honor bachelor degree on Education majoring in Advanced English, Faculty of Education, Chulalongkorn University in 2008. Continued studying Master degree of Arts Program in Russian Studies (Interdisciplinary Program)



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