

New Normal management towards the Development of Thai massage salon Business in Bangkok Thailand.

Phercharaporn Wongluang ^a, Vitoon Intajan ^b, Krissanu Kruenetd ^c, Thanachai Suborapun ^d

^a Faculty of Business Administration (Health Business Management), Bangkokthonburi University, Thailand

^{b-d} Faculty of Business Administration (Management), Bangkokthonburi University, Thailand

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Abstract: The researcher aims to the quality standards of spa business management. Bangkok and to develop quality standards for spa business management. The spa business is an important service business that can generate a lot of jobs and income for the country. with continuous growth and has good prospects Because it is a popular service activity among both Thai customers and foreign tourists. It also benefits from supporting the government's tourism industry. The market value of spa and Thai massage businesses tends to increase. Therefore, the researcher is interested in studying the New Normal management for business developments of Thai massage spas in Bangkok. By collecting data from 69 Thai massage spa shops in Bangkok and using the questionnaire as a tool Statistics used to analyze the data were t-test, F-test (ANOVA and MANOVA), multiple correlation analysis, and multiple regression analysis.

The results show that Testing the relationship between the new normal management ability to the development of the Thai massage spa business in Bangkok in 5 important aspects (Y1) of Thai massage spa business in Bangkok. and the aspect of uniqueness (x3) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$) and the ability to manage New Normal (x5) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$) can be written as the regression analysis equation as follows: $Y=181.516 + 1.344 (X3) + 2.312 (X5)$.

Keywords: New Normal, management, Business development in Bangkok, Thai massage salon

1. Background

Currently, Thailand's spa business ranks fifth in Asia, valued at 35 billion baht. SCB recommends that hotels should add spa services to create added value. Economic Intelligence Center (EIC) SCB released a study from the Global Wellness Institute™ (GWI). Found that the global spa business market continues to grow at 6% per year. The value is US\$ 169 billion or approximately 5.4 trillion baht during 2015-2020, which grows in line with the wellness tourism market that is expanding to reach 27 trillion baht. expand more which are the top 20 largest spas in the world The average age of the service users is 40 years old. In addition, the middle-class group has more purchasing power and is ready to pay for self-care. As a result, the number of service users grows. At the same time, a fast-paced lifestyle and high competition causes the level of stress in everyday life to increase Therefore, spa treatments are an option for self-relaxation with the potential to grow again. The spa business in Thailand grew above the global average with a growth of 8%. It has a market value of 35 billion baht, ranked 16th in the world and 5th in Asia, behind only China, Japan, South Korea, and India. In Thailand, the spa business can be divided into 3 types: 1. Day Spa is a service for a short period, no more than 3 hours, usually open in community areas. Malls and crowded areas Most of them are treatment services. 2. Destination Spa, a complete service. It is a course from 3-28 days, which will design services following the specific health needs of customers. Usually open in natural areas with beautiful scenery and 3. Hotel Spa is a spa service within the hotel. Which is considered to have high potential Because it generates additional income from tourists who come to stay A CBRE study found that hotels with spa services were able to sell rooms at higher prices than hotels without them and EIC. The hotel business should add spa services. If there are insufficient funds, it may be possible to hire an outside spa business to provide services in the hotel area to save costs. While spa business brand owners should expand the market into 4-5 star hotel groups to create opportunities to generate income. And this is good timing for the cosmeceutical and aromatherapy business to offer products to support the expansion of Hotel Spa in the future

(EIC, Siam Commercial Bank)

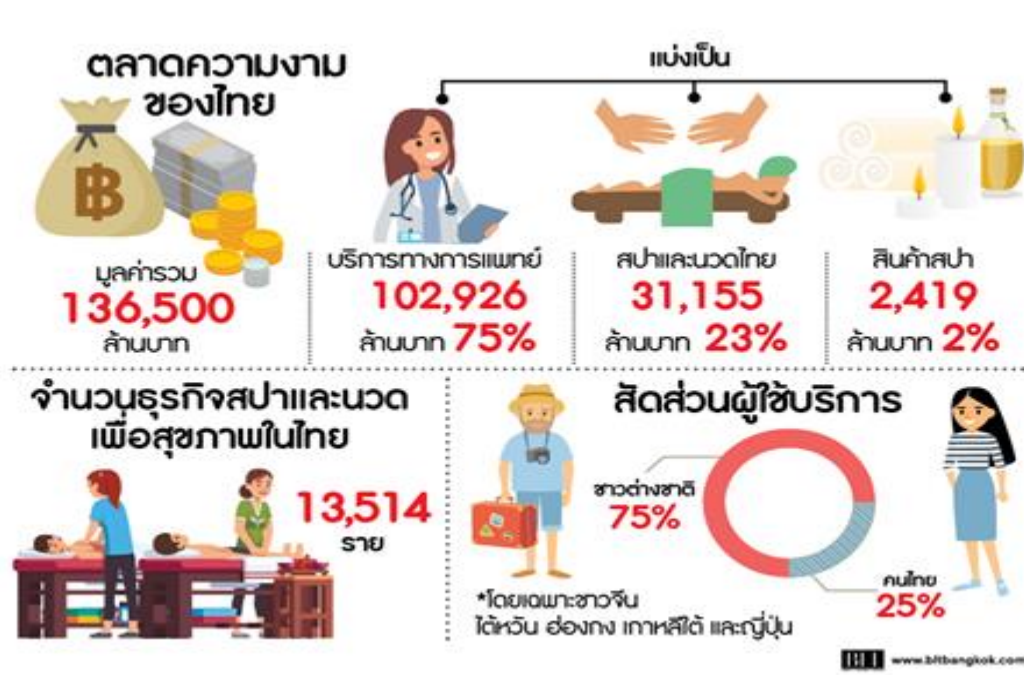


Fig.1. Spa business trends in 2022

New normal management measures for spa business development in Thailand 2023, the golden year of the spa business, spa business It's a very strong business. Especially in an era where many businesses are starting to adjust themselves to being wellness. The spa business is considered one of the services related to wellness. So it's likely to grow. Both in terms of income and the number of people who come to use Wellness services. It is a care from the inside out. Therefore, many spa businesses will adjust and add more wellness services. such as serving herbal juice Organizing health care programs, healthy food, and yoga that will help make customers or consumers healthier. If you look at the massage shop, and spa shop, it is considered golden weather to add items. is a health package with Aromatherapy massage + healthy food, Thai massage + Yoga will be another way to be able to Upsell and increase revenue for our shop after the situation of COVID-19. Many enterprises are beginning to adapt. Find a way to improve and develop your shop even better. to accommodate tourists who are poured in to use the service in Thailand and abroad Therefore, adapting our services to be more wellness is another good way to help attract customers with purchasing power. use the service And increase sales for stores to create standards to enter Amazing Thailand Safety & Health Administration: SHA ที่ will help build confidence for customers Including marketing and New normal management measures for the development of the spa business. Thailand increases confidence with the COVID-19 saliva testing service (Saliva ATK) for both customers and employees 100% every day, starting October 2022.

The Saliva ATK test kit policy is for all customers and employees. In the part of every customer, they will receive inspection equipment to be used for testing in the areas provided by each branch. Then wait only 10-15 minutes, when the result is processed as a Negative Result, the customer will be able to receive the service immediately all employees must be tested for infection with the aforementioned system every day before starting to work in the area. The reason for deciding to bring this system to be used in the screening is to increase the confidence of customers and employees It is an examination that takes a short period to examine. But it has reliable detection accuracy. And the customer will not be irritated by the ATK examination system, like inserting a swab into the nasal cavity as well. At present, it still maintains various important measures. both maintaining the cleanliness of the area taking care of personnel and the safety of all customers who use the service In addition to various policies that have been mentioned above All our masseuses and branch employees are vaccinated against COVID-19. all complete along with receiving a pin 'I GOT MY COVID-19 VACCINE' as a symbol of confidence given to all service users as well the company intends to operate a business providing massage and spa services for health. By taking into account the safety of all customers and employees as the next important principle in the new way of life, New Normal.

2. Methods

Study the New Normal management towards the development of the Thai massage salon Business in Bangkok. Collecting data from 69 Thai massage spa shops in Bangkok and using the questionnaire as a tool Statistics used to analyze the data were t-test, F-test (ANOVA and MANOVA), multiple correlation analysis, and multiple regression analysis.

3. Results

The research results showed that Statistical mean and standard deviation found that most of the respondents were satisfied. A core competency of employees at a high level ($X = 3.73$, $S.D = 0.40$) Core competency of employees at a high level ($X = 3.73$, $S.D = 0.40$) New normal innovation at a high level ($X = 3.73$, $S.D = 0.40$) Ability to manage New Normal at a high level ($X = 3.73$, $S.D = 0.40$) The relationship between the new normal management ability to the development of Thai massage spa business in Bangkok in 5 important aspects (Y1) of Thai massage spa business in Bangkok. and the aspect of uniqueness (X3) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$) and the ability to manage New Normal (X5) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$) can be written as a regression analysis equation as follows: $Y=181.516 + 1.344 (X3) + 2.312 (X5)$

4. Discussion

The results were discovered in this study.

1. Nowadays, Thailand has given importance to the spa business. and a lot of Thai massage The government announced a policy to develop the country into an international health center. which the Office of the National Economic and Social Development Board and the Ministry of Public Health have set the vision of Thailand as World Class Healthcare Destination through the health promotion service business. It is one of the key services under the strategic plan to develop Thailand into an international health hub.
2. Supporting the number of spa and Thai massage businesses applying for registration with the Division of Health Establishments, the Department of Health Service Support found that spa and Thai massage businesses applying for registration in 2022 to increase.
3. The government should push the spa business. and Thai massage to raise the level of health tourism to more international levels.

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