

Spa Business Management in Mueang Nan District, Nan Province in Thailand

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Abstract: 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 the spa and Thai massage business tends to increase. Therefore, the researcher is interested in studying. Spa Business Management in the district of Mueang Nan Nan province with the objective of research. To study the quality standards of spa business management in the area of Mueang Nan District, Nan Province. and to develop quality standards for spa business management in the district of Mueang Nan Nan Province by collecting data from 69 Thai massage spa businesses in Nan Province and using a questionnaire as a tool. Statistics used to analyze the data were t-test, F-test (ANOVA and MANOVA), and multiple correlation analysis. and multiple regression analysis.

The results showed testing the correlation between new normal management competency and spa business management. in the district of Mueang Nan 5 important Nan provinces, (Y_1) of Thai massage spa business in Nan province and the aspect of uniqueness (X_3) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$) and the ability to manage New Normal (X_5) 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: $Y=181.516 + 1.344 (X_3) + 2.312 (X_5)$.

Keywords: Spa Business, Management, Nan Province in Thailand

1. Background

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 the spa and Thai massage business tends to increase. As a spa manager, you may be a multitasking master where you juggle business strategy, staff mentoring, and client marketing whilst still keeping up with daily customer relations. That versatile skill of multitasking is worthless though if you overlook crucial aspects that inspire and satisfy employees and clients. For spa management success, prioritize the following factors to influence your business's overall personality and attitude.



Fig1. Spa business in Thailand

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)

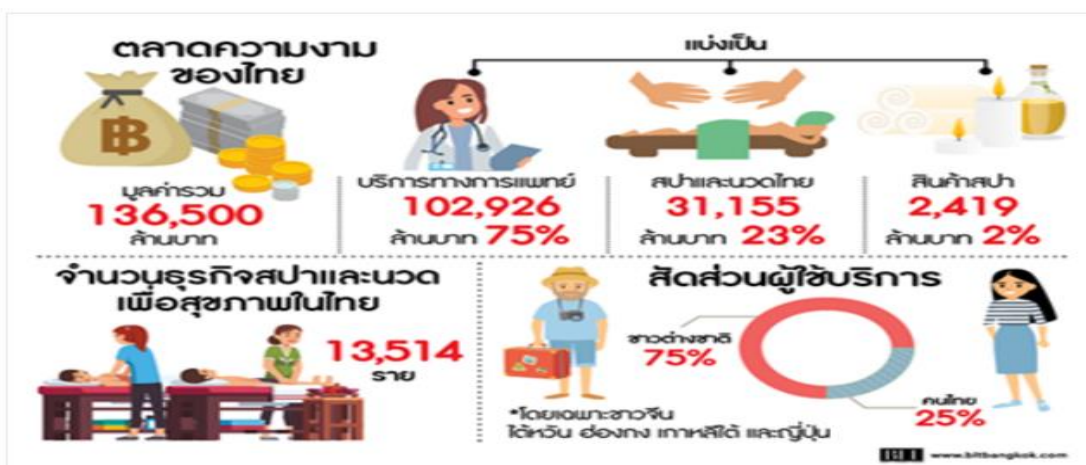


Fig2. Spa business trends in 2022

2. Methods

The collecting data from 69 Thai massage spa businesses in Nan Province and using a questionnaire as a tool. Statistics used to analyze the data were t-test, F-test (ANOVA and MANOVA), and multiple correlation analysis. and multiple regression analysis.

3. Results

Table 1. Descriptive statistics for multiple regression analysis.

Model	Sum of Squares	df	Mean Square	F	P-value
Regression	27.806	1	27.806	33.464	.000 ^c
Residual	23.266	28	8.30		
Total	51.072	29			
Regression	35.248	2	176.24	30.071	.000 ^e
Residual	158.24	27	5.86		
Total	510.72	29			

Multiple R 0.738a
 R Square 0.544
 Adjusted R Square 0.528
 Standard Error 28.826

Significance of level 0.05

Testing the relationship between spa business management In the area of Mueang Nan District, Nan Province, 5 important aspects (Y1) Spa Business Management in Mueang Nan District, Nan Province, and terms of uniqueness (x3), there is a P-value equal to 0.001, less than 0.05 (0.000 < 0.05), and in terms of New Normal management capability (x5), there is 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:

$$Y = 181.516 + 1.344 (X_3) + 2.312 (X_5)$$

4. Discussion

The results were discovered in this study.

1. Nowadays, Thailand has given importance to spa business management. in the district of Mueang Nan Nan province and very Thai massage. The government announced a policy to develop the country into an international health center. 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 main services under the strategic plan to develop Thailand into an international health center.
2. Support the number of spa and Thai massage businesses applying for registration with the Division of Health Establishments, Department of Health Service Support. It was found that more spa and Thai massage businesses are applying for registration in 2022.
3. Potential of spa business management in Mueang Nan District, Nan Province, and Thai Massage to raise the level of health tourism to be more international.

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